JUNE 6, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Radio networks revisited: a brighter picture Page 27

Texaco buying its own 'network' for opera Page 27

New fires under NBC-RKO's transfer plans Page 62

Fall will be a little late at the tv networks Page 84

SENSATIONAL 50 MARKET RATING!

32.1

4-MONTH AVERAGE
—Nielsen Station Index
January-April, 1960

2nd BIG YEAR
NOW IN PRODUCTION!

ALL-NEW "LOCK UP"
starring
MACDONALD CAREY

Stories of people unjustly accused and the one man who brings them their ONLY CHANCE OF HOPE!

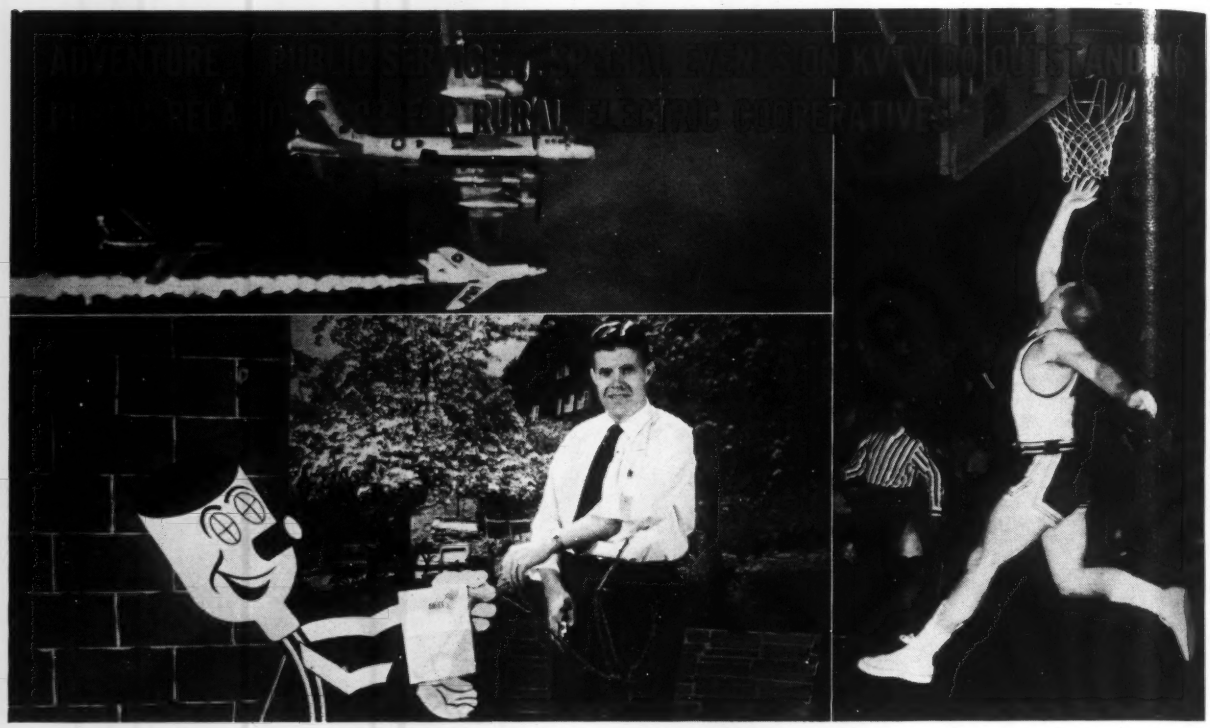
SMASH RATINGS
IN CITY AFTER CITY!

SYRACUSE • WSYR-TV 31.3 —Nielsen Station Index Apr. '60	AUGUSTA, GA. • WJBF 39.2 —Nielsen Station Index Apr. '60	ROCHESTER, N. Y. WHEC/WVET 37.0 —Nielsen Station Index Apr. '60
KNOXVILLE • WATE-TV 33.7 —Nielsen Station Index Apr. '60	LOUISVILLE • WHAS-TV 34.4 —Nielsen Station Index Jan.-Apr. '60	SPRINGFIELD, MO. KTTS-TV 37.1 —Nielsen Station Index Apr. '60
BEAUMONT-PORT ARTHUR KFDM-TV 35.3 —Nielsen Station Index Jan.-Apr. '60	BOISE • KTVB 41.0 —Nielsen Station Index March '60	GRAND RAPIDS-KALAMAZOO WOOD-TV 33.7 —Nielsen Station Index Jan.-Apr. '60

The New Power In TV Programs . . .

United Artists
ZIV

ZIV-UNITED ARTISTS, INC.
488 Madison Avenue
New York 22, N. Y.



- Adventure Syndicated Film, 8:30 Sunday night.
- Siouxland Farmer, Wednesday and Friday, 12:15 PM.
- Live Telecasts of the 2-day Iowa Boys' State Basketball Games.

NO MATTER WHAT TIME IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Mr. Dale Schreiner, Manager of the Woodbury County Rural Electric Cooperative and co-chairman of the advertising committee representing 12 Northwest Iowa REC's and two South Dakota Cooperatives said:

"Our sponsorship of a half hour adventure program, the Siouxland Farmer Public Service Program and the Iowa Boys' State Basketball Tournament on KVTV*, have done much to improve our customer-member relations. At the same time they have been ideal vehicles to use in presenting the case for the REC's to the general public." More proof that no matter what time it is — day or night — more people in Sioux City watch KVTV.

Adventure Syndicated Film, 8:30 Sunday night. Siouxland Farmer, Wednesday and Friday, 12:15 PM. Live Telecasts of the 2-day Iowa Boys' State Basketball Games.

KVTV

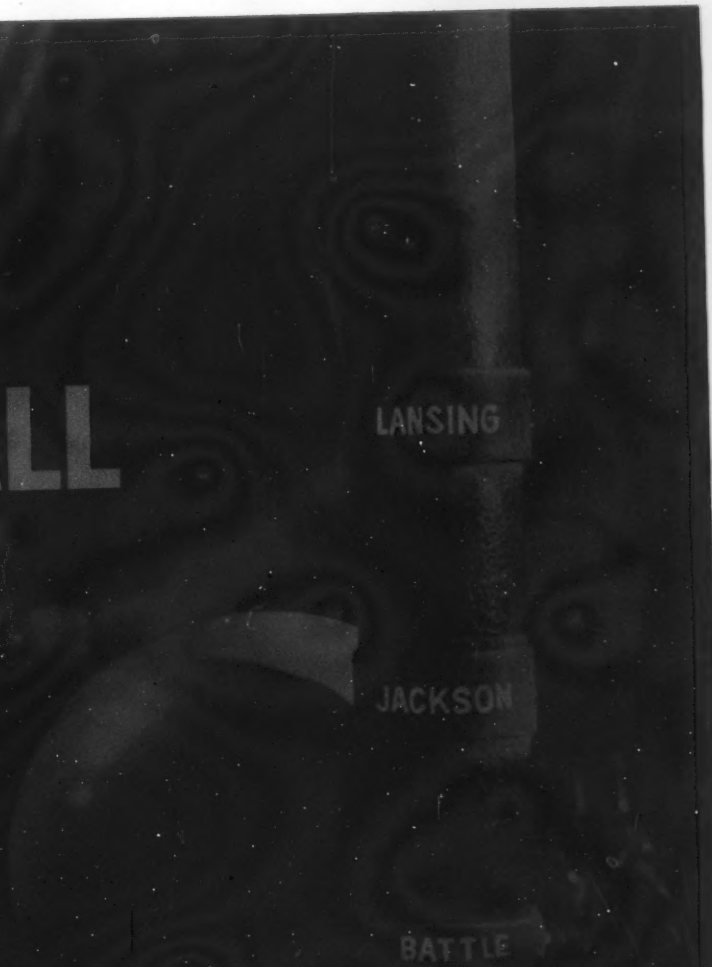
CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

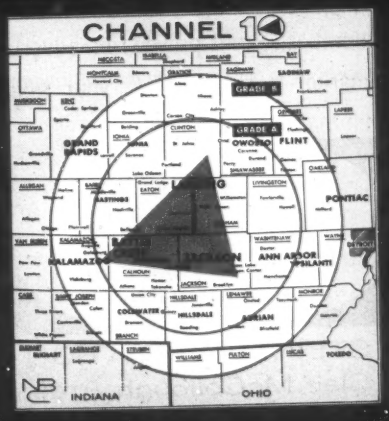
PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia

ONE SHOT TAKES ALL THREE



A solid play in Michigan's Golden Triangle stakes you to a lively market — Lansing, Jackson and Battle Creek. WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 11th in retail sales — 26th in TV households**. Your play — call Venard, Rintoul & McConnell, Inc.



WILX

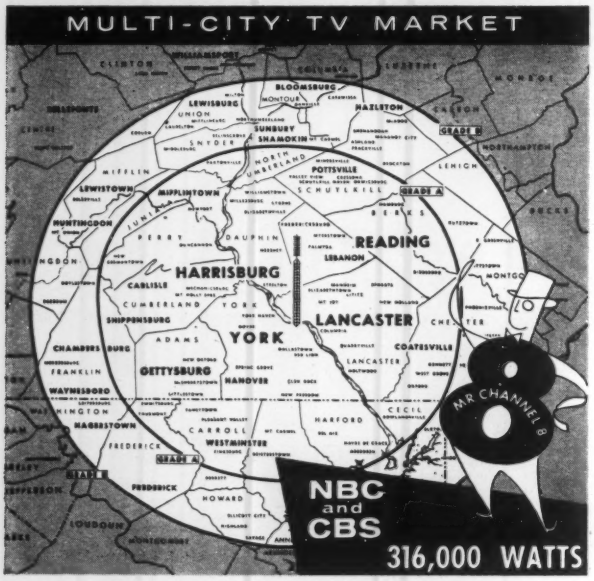
TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS — Lansing / WPON — Pontiac

Everywhere people are saying . . .

FRENCH GOVERNMENT TOURIST OFFICE



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

FCC reorganization ■ Changes are in offing at FCC, notably in executive and Broadcast Bureau areas. While nature of reorganization isn't yet devised, Chairman Fred W. Ford is giving active consideration to it and soon may submit overall plan to full commission. Vacancy in secretaryship has existed since resignation last April of Mary Jane Morris and reorganization is expected to start at that point.

Here's what's being talked about: Upgrading of secretaryship to executive level post, just beneath FCC itself, as used to be the case when secretary was regarded as sort of "eighth commissioner"; possible combination of that office with that of executive officer (incumbent is Robert W. Cox); reorganization of top level of Broadcast Bureau (incumbent Harold C. Cowgill) and reassignment of functions and major personnel in that office.

Late movies ■ First major movie studios said to be thinking of releasing substantial number of post-'48 features to tv is Warner Bros. Reports are that Warner has 104 features ready for sale within few months. Current thinking is that Warner would handle these sales directly to stations. Company also is considering syndication to stations of some of its serials after they complete their network runs.

Breath of life ■ In unpublicized move to improve image of radio station operations through coordinated upgrading of programs and promotion, some 25 large power-major market stations will meet in two-day session in New York this Tuesday and Wednesday under the auspices of Quality Radio Group. Ward Quaal, WGN Chicago, president of group, has called two-day clinic to be held at Jansen Suite at Waldorf-Astoria. Key speaker at Wednesday session is Len Matthews, vice president—marketing services, Leo Burnett agency, Chicago with unannounced government or advertiser speaker at Tuesday session.

Quality group, when originally formed in 1954, had as prime objective sale of programs on special network basis, in light of then declining conventional network sales. In revitalizing project, emphasis will be on programming and promotion. Clinic was arranged by committee comprising Gus Brandborg, KVOO Tulsa, chairman; Stanton P. Kettler, Storer; Frank Gaither, WSB Atlanta, and Charles Wilson, WGN.

Payola probe ■ Some 50 New York state stations—including all of key outlets of networks—have been operating with temporary licenses since June 1. This is so because their renewals were not acted upon at last week's regular FCC meeting, pending further study generally involved with various aspects of payola [CLOSED CIRCUIT, May 30]. FCC will consider three-year renewals after current investigations are completed and, at this writing, there's no indication what will happen. But, in light of new crackdown policy, it wouldn't be surprising if citations ensued in at least some of these cases.

Network tape ■ There are signs of a boomlet in network video tape series. CBS-TV Production Sales, which has concentrated primarily on video tape commercials, has completed pilots for two tape network serials for General Artists Corp.; is preparing another network tape pilot for another client and two additional tape series earmarked for syndication.

Rep recognition ■ Chicago Broadcast Advertising Club may dip into station representative ranks for its next president to succeed Thomas Wright, vice president in charge of media department, Leo Burnett Co. Arthur W. Bagge, midwest radio manager of Peters, Griffin, Woodward, will be asked by new BAC board to serve for 1960-61 term, marking first time station rep will have held position with organization.

No giveaway ■ If FCC gets all or any part of $300,000 fund to enlarge its newly established Complaints & Compliance Division, it won't be without plenty of strings attached. While Senate Appropriations Subcommittee, to which pitch was made, hasn't yet acted, Chairman Magnuson (D-Wash.) is fearful that programming area will be invaded contrary to anti-censorship law.

Even if Senate subcommittee should authorize additional funds, there's prospect that provision will be knocked out either on Senate floor or by House, in which appropriations legislation normally originates. Some House members, it's learned, already are prepared to oppose appropriation as improper, totally aside from censorship aspects.

FCC looks askance ■ Commission soon will file comments with House Antitrust Subcommittee opposing bill (HR 9486) limiting newspaper ownership of radio-tv stations in concentrated sections of country. Agency will tell Rep. Emanuel Celler (D-N. Y.), subcommittee chairman and author of bill, that it already considers newspaper ownership of applicant for station and concentration of control in mass media in comparative hearings. Therefore, commission feels, proposed legislation is unnecessary.

New fm rep ■ Adam Young, president of four station rep organizations, is expected to announce, perhaps next week, separate subsidiary company to represent only fm stations. Negotiations with stations currently are underway. At present, Mr. Young controls Adam Young Inc., Young Television Corp., Young Canadian Ltd. and Southern Advertising Representatives Inc.

Fm operators might take notice of Madison Avenue criticism that medium is not getting its audience composition story across. Specifically, some radio billing agencies cite client requests for data other than circulation figures. "What we need are facts about the buying interests of fm audiences in such markets as a Topeka or a Peoria," is way one executive put it. Agencies also report it's difficult to assess listener-types attracted to fm where duplicated am-fm programming operation exists.

Captive audience ■ Eyes and ears of many broadcasters, irrespective of network affiliation, will be attuned to CBS-TV Friday, July 15, 10:30-11 p.m. EDST, to witness Charles Collingwood's interrogation of FCC Chairman Fred W. Ford on *Person to Person*. Video tape of program was made May 21 at Ford home in historic Alexandria, Va., and it gets controversial in spots, particularly with regard to FCC's unprecedented regulatory spree since Mr. Ford assumed chairmanship last March. Recording of program, beginning with technical set-up at 6:30 a.m., ran until 5 p.m.

Family affair ■ Who says FCC hasn't heart? Action on KLEM LeMars, Iowa, proves bureaucratic soul can be reached. Seems licensee of KLEM got himself into jam last year by failing to file application for license renewal. Court injunction closed down station on May 20. Father and father-in-law of young licensee made pilgrimage to Washington, convinced FCC powers-that-be that they could render service to community by resuming operation. FCC relented and last week issued license to them.

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"WAGA-TV's 'CONTROVERSIAL RED CROSS'... ...CONSTRUCTIVE PUBLIC SERVICE..." ■ Gen. Alfred M. Gruenther

In a thirty-minute evening time period, WAGA-TV telecast "Controversial Red Cross," a program suggested by an article in Holiday Magazine. The program presented the pros and cons, the misconceptions concerning the organization and the true picture. ■ American National Red Cross President, Gen. Gruenther, said of the program "I consider the presentation 'Controversial Red Cross' a fine example of constructive public service offered by WAGA-TV. It gave the general picture of Red Cross and also brought it down to the local community. It was an honest deliverance of the gripes and misinformation concerning this organization, answered in a logical manner." ■ A basic programming objective of WAGA-TV is ". . . to promote community betterment . . . the development of an active, informed citizenry . . . to cooperate with the recognized governmental, civic, charitable, religious, educational and other agencies dedicated to these ends."

Gen. Gruenther

famous on the local scene...for public service

waga·tv 5

THE STORER STATION IN ATLANTA

WEEK IN BRIEF

MR. BEST

Tv tape commercials: imagination needed ■ Good selling sense must come before technical considerations to produce an effective television tape commercial, according to Richard B. Best, secretary and account executive of Gordon Best Co., Chicago. In this week's MONDAY MEMO he chides the lack of experimentation and fresh writing in some tape commercials today and cites how imagination was used at the Best agency to produce a fresh new approach in a vtr spot for Yarn Glo. Page **18.**

Radio networks revisited ■ There are still some rumblings, but the surface is calmer and network heads hold out higher hopes of business improvement after years of trouble and tailspins. Page **27.**

Texaco's radio aria ■ Advertiser plans to leave CBS Radio next season and solo its Metropolitan Opera coverage on its own selected group of stations. Page **27.**

Other side of the screen ■ Can you equate liking with looking? Not always, Trendex' dimensional tv report shows. Series reaction is one of new Trendex factors that may enter show success formula. Page **32.**

Kingpin network advertisers ■ American Home Products (notably Dristan and Anacin) gains rapidly, Procter & Gamble still on top and gasoline-fuels take biggest jump in first quarter returns on network gross billing. Page **48.**

Madison Ave. umpire ■ NAB names Stockton Helffrich, continuity acceptance executive at NBC for 25 years, to head association's new tv code office to be opened in New York shortly. Page **56.**

NBC-RKO general transactions under fire ■ Multi-part, multi-million-dollar station exchanges and purchases target of pot shots by Rep. Celler, Westinghouse and KRON-TV San Francisco. Philco still trying to unseat NBC in Philadelphia. Applications filed for FCC approval of multi-city transfers. Page **62.**

Investigators activated ■ The FCC put its new Complaint & Compliance Div. into operation last week with the appointment of John Harrington as chief; three other professionals also assigned to new division. Page **70.**

Harassed Harris ■ Head oversighter's 1957 Hawaiian stay at government expense gets critical headlines. Page **72.**

Step forward on pay tv ■ FCC approves RKO General's purchase of WHCT (TV) Hartford; uhf station will be used as origination facility for $10 million Phonevision test if FCC approves. Page **78.**

Sec. 315 suspension ■ Senate starts move to give broadcasters a chance to prove claims they can do a good job of presenting presidential nominees. Page **82.**

Connole out, Lee in? ■ Will FPC member's decision not to remain get FCC nomination off snag? Page **82.**

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BALANCED PROGRAMMING

MEANS LISTENER LOYALTY

. . . and 30 years of KTRH programming has developed a pattern of listener loyalty blanketing over 80 counties, serving over 1,087,100 radio households and extending over 60,000 square miles. Comprehensive news reporting, tasteful music, sports, farm information and variety give KTRH the popular balanced programming that benefits over four million people.

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND

QUALITY IN AERODYNAMICS AND CRAFTSMANSHIP IS REPRESENTED BY THE H-43B HUSKIE OF THE KAMAN AIRCRAFT CORPORATION OF BLOOMFIELD, CONNECTICUT. IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED, TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Idle uhf grantees face FCC scrutiny

Thirty-one idle uhf permittees, which have not yet started construction, must tell FCC in oral argument why their construction permits should not be canceled, agency announced Friday (June 3). Action is outgrowth of February letter to 54 grantees demanding explanation of why they had not started construction [BROADCASTING, Feb. 22].

Commission has charged that delay in construction has been due to voluntary decision of stations and therefor it is unable to find that they have "been diligent in proceeding. . . ." Of original 54 sent letters, 21 already have been deleted [BROADCASTING, May 2]. Date of oral argument for remaining has not been set as yet. Ten of 31 permittees had requested evidentiary hearing which was denied by FCC.

Stations scheduled to appear before FCC include WBMG (TV) Birmingham; KMYR (TV) Los Angeles; WELI-TV New Haven, Conn.; WNLC-TV New London, Conn.; WEHS-TV Chicago; WTLE (TV) Evanston, Ill.; WJDW (TV) and WXEL (TV), both Boston; WBID-TV Detroit; WMCN (TV) Grand Rapids, Mich.; WHLS-TV Port Huron, Mich.; WOCN (TV) Atlantic City; WHCU-TV Ithaca, N.Y.; KTRB-TV Modesto, Calif.; KFMX-TV San Diego; WCBF-TV Rochester, N.Y.

Also, WTMV (TV) Utica, N.Y.; WTVX (TV) Gastonia, N. C.; WTLC (TV) Canton, Ohio; WCIN-TV Cincinnati; WERE-TV Cleveland; WTOH-TV Toledo; KMPT-TV Oklahoma City; WQCY (TV) Allentown, Pa.; WAZL-TV Hazleton, Pa.; WLAN-TV Lancaster, Pa.; WPHD (TV) and WSES (TV), both Philadelphia; WRAK-TV Williamsport, Pa.; WAMT (TV) Memphis, and WFOX-TV Milwaukee.

One other station, ch. 20 KBAY-TV San Francisco, was given a reprieve on its application for extension of construction permit because of problem of finding transmitter site.

RCA pays dividend

RCA Friday (June 3) declared quarterly dividend of 25 cents per share on common stock, payable July 25 to holders of record June 17. Dividend of 87½ cents per share was declared on first preferred stock for period of July 1 to Sept. 30, payable Oct. 1 to holders of record Sept. 6.

Swap brief

Dept. of Justice has opposed requests of Westinghouse and KRON-TV to be made parties in NBC consent decree case, but doesn't object if judge wants to hear what they have to say. This was gist of short statement filed in Philadelphia U.S. District Court which is scheduled to hold hearing June 8 on petitions by Westinghouse and KRON-TV for permission to intervene to oppose NBC-RKO General transactions involving swap of Philadelphia and Boston stations and purchase of KTVU(TV) San Francisco among other transfers (see early story page 62).

Sec. 315 measure due for action

Joint Resolution approved by Senate Commerce Committee to suspend equal time provisions of Sec. 315 this year as applies to presidential and vice presidental candidates (page 82), probably will be reported to floor today (Monday), committee spokesman said Friday. Report on resolution is scheduled to be made by Sen. John O. Pastore (D-R.I.) and senators doubtless will be informed that broadcasters would be on probation from party conventions to election.

Sen. Ralph W. Yarborough (D-Tex.), who opposed resolution in committee session Wednesday, said Friday he hadn't yet readied his separate views on resolution. He's chairman of "watchdog" subcommittee, for which enabling resolution and funds are awaiting Senate action on calendar.

Flynt defends expense account

Rep. Jack Flynt (D-Ga.) took floor of House Friday (June 3) to denounce published articles questioning his and other congressmen's expense vouchers during a 1957 congressional trip to Hawaii (see story, page 72). Stop at Royal Hawaiian Hotel was windup of House Commerce Committee trip to Antarctica during geophysical year activities.

Congressman charged published photographs of portion of his hotel bill ". . . in no way indicates that I paid by personal check . . . every single, solitary item of bar purchases, including a bottle of beer, a club sandwich and three other items which might be called in the gray category." He said the story had held him "up to public ridicule" and subjected his wife and daughter to embarrassment.

More record firms sign FTC decrees

Federal Trade Commission announces today (June 6) that four more record distributors have signed consent orders agreeing to stop payola. This brings to 39 the number of record makers and distributors who have agreed to give up the under-the-counter payments practice to disc jockeys and others.

Those signing consent orders were: Music Suppliers, Boston, Mass. (which also was charged with rendering payola to radio stations); State Record Distributors Inc. and Whirling Disc Record Distributors Inc., Cincinnati, and related company, Indiana State Record Distributors Inc., Indianapolis; Record Merchandisers Inc., St. Louis; Savoy Music Co., Newark, N.J.

Confirmation of Lee predicted by GOP

Decision of Federal Power Commissioner William R. Connole not to try to remain on FPC has "taken a lot of steam out of" Democrats' push for House approval of Senate-passed bill to keep outgoing FPC and FCC members in office until their successors qualify, GOP spokesman on Senate Commerce Committee said Friday. For that reason, he said, he's confident Robert E. Lee, who's been renominated to new FCC term, will be confirmed if House doesn't pass bill (see page 82).

If bill is passed, Mr. Lee could remain in office if Congress adjourns without Senate confirming him through recess appointment by President. Democrats had favored outgoing FPC member Connole, Independent, over Thomas A Donegan, nominated to succeed him, and hoped to keep former in vacancy by passing bill and failing to confirm Mr. Donegan, spokesman said.

Long re-run schedule

Due to tv film writers' strike, one tv network has revised its fall schedule and is discussing rescheduling of starting dates with producers and advertis-

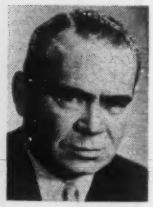
AT DEADLINE CONTINUED

ers. Other two networks are reviewing current arrangements in attempt to avoid contractural and practical problems that might arise from failure to meet previously scheduled contracts. This is what networks told producers of tv films at meeting in New York Friday (June 3), to which networks were invited by Assn. of Motion Picture Producers and Alliance of Tv Film Producers to discuss strike situation.

Business briefly

Lestoil plans ■ There's more spot tv billing expected from Lestoil Products Inc., Holyoke, Mass. (formerly Adell Chemical Co.). Lestoil Products markets Lestoil (No. 1 brand advertiser in spot tv) and Lestare bleach. Lestoil, following closing last week of sale of Adell to Standard International Corp. disclosed it is introducing Lestare via saturation spot tv.

WEEK'S HEADLINERS



VOLKENBURG

Jack L. Van Volkenburg, who retired Dec. 31, 1956, after five years as CBS-TV president, elected president of M-E Productions, and board member of parent McCann-Erickson Advertising (U.S.A.). Mr. Van Volkenburg, who remained on CBS' board, interrupted his retirement in August 1958 to head Pacific Ocean Park amusement center in which CBS had acquired 50% interest. CBS sold its interest late in 1959. M-E Productions is McCann's tv-radio affiliate formed by agency reorganization last January to handle programming, and is equipped to enter into pilot production arrangements (BROADCASTING, Jan. 18). **C. Terence Clyne,** vice chairman of McCann-Erickson Advertising (U.S.A.), is chairman of M-E Productions.

Mr. Van Volkenburg organized radio department at BBDO's Chicago office in 1928, joined CBS four years later at KMOX St. Louis, moved to Chicago in 1936 as executive assistant to H. Leslie Atlass, then CBS' vp in charge of Central Div., and N.Y. in 1945 as general sales manager, CBS Radio Sales. He was elected vp and director, CBS tv operations in 1948, two years later became vp in charge of network sales for both radio and tv, and in summer of 1951 was elevated to president of CBS-TV.

MR. LYDEN

MR. DOUGLASS

John M. Lyden, senior vp, Ted Bates, N.Y., named vice chairman of board; **James C. Douglass,** executive vp, becomes administrative vp. Mr. Lyden, senior vp since February 1959, also elected to executive committee. He will be management representative on several account groups. Mr. Douglass, who was made executive vp in February 1959, becomes chief administrative officer, domestic and international operations in addition to executive committee membership.

John Harrington, attorney in FCC Broadcast Bureau, named chief of commission's new Complaints & Compliance Div. Mr. Harrington has been in government service since 1936 and with FCC since 1956. Other commission staffers assigned to new division are **Leroy Schaaff, Bill Hunter** and **Louis Bryan** (see story page 70).

Stockton Helffrich, director of continuity acceptance for NBC and veteran of 27 years with network, appointed director of newly created New York office of NAB television code review board. (See story page 56).

MR. SMITH

GOODFELLOW

Carleton D. Smith, vice president and general manager of NBC's Washington stations, WRC-AM-FM-TV, named staff vice president, Washington, for RCA, succeeding **George Y. Wheeler 2nd,** who becomes a consultant to RCA. **Joseph Goodfellow,** manager of WRC, replaces Mr. Smith as vice president and general manager of NBC-owned radio-tv outlets in Washington. Mr. Smith joined NBC in 1931 and had served the company continuously since that date. Mr. Goodfellow joined NBC in 1949 as a salesman in New York and was appointed director of sales for WRC-AM-FM-TV in 1953 and manager of WRC in 1957.

MR. FLYNN

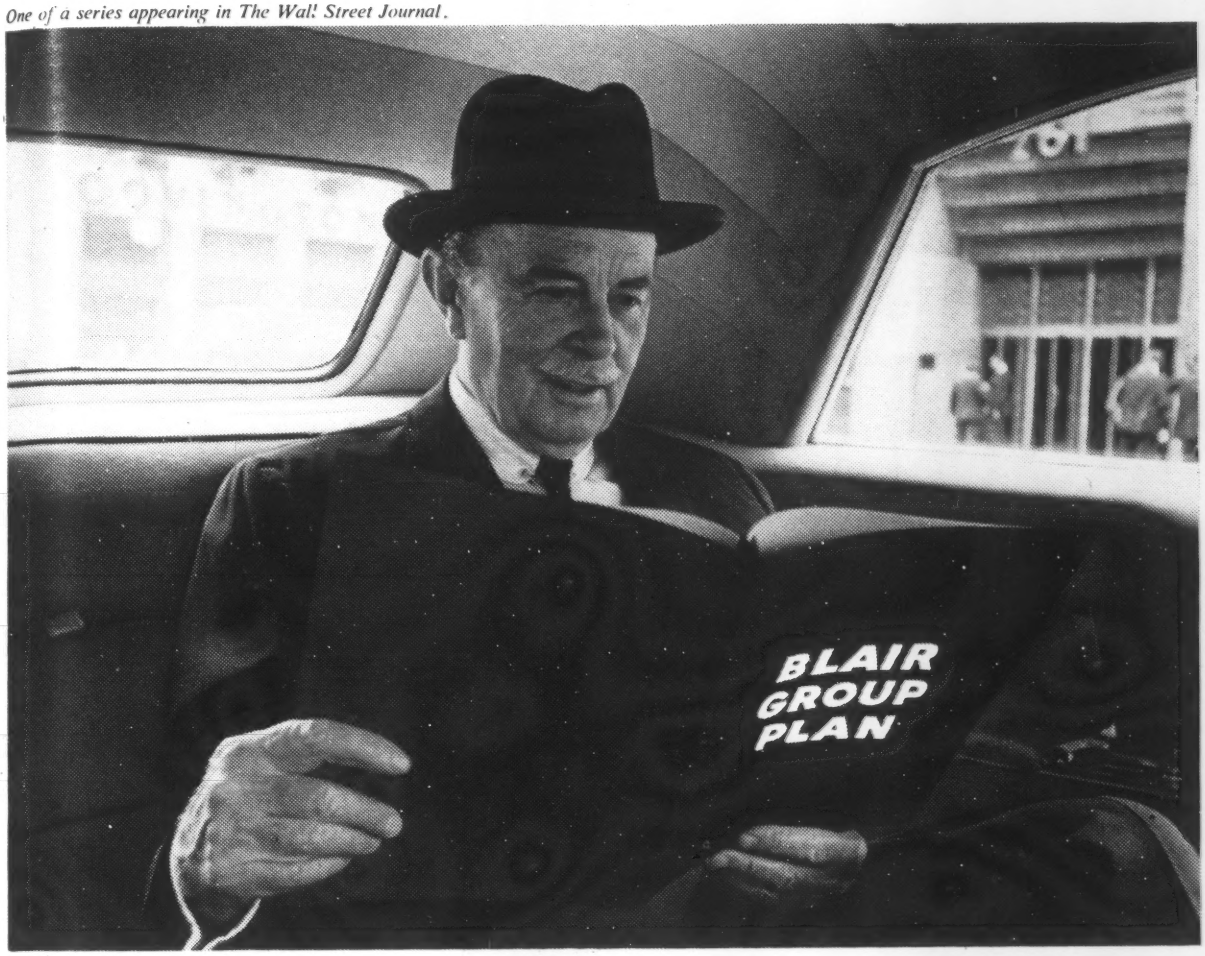
MR. ROBECK

Henry R. Flynn, vp in charge of Crosby/Brown Productions, promoted to executive assistant to Kenyon R. Brown, president of Broadcast Div. of NAFI Corp., in charge of its tv and radio stations as well as Crosby/Brown syndication operation. He succeeds **James J. Rue,** named vp of research for NAFI. **Peter Robeck,** sales vp of Crosby/Brown, named head of entire C/B syndication operation, whose headquarters have been moved to New York from Hollywood. At one time Mr. Flynn was assistant general manager of KTLA (TV) Los Angeles and general manager of CBS Radio Spot Sales. Mr. Robeck formerly was general sales manager for RKO Teleradio's tv stations and before that, general sales manager of Consolidated Television Sales.

S. Heagan Bayles, vice chairman, Sullivan, Stauffer, Colwell & Bayles, N.Y., elected board chairman and chief executive officer, succeeding **Raymond F. Sullivan,** who becomes founder chairman and continues actively in creative area at agency. Mr. Bayles joined Ruthrauff & Ryan in 1933, left that agency in 1946 when vp, director, member of plans board and co-director of radio department to found SSC&B with Mr. Sullivan, **Donald Stauffer** and **Robert Colwell.** Messrs. Bayles, Stauffer and Colwell became vps and Mr. Sullivan president and chief executive officer at that time. In 1948, Mr. Sullivan was elected chairman of board and Mr. Bayles vice chairman when Brown Bolte, executive vp, Benton & Bowles, was elected SSC&B's president.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

One of a series appearing in The Wall Street Journal.



Management can see the Power in this unique Spot Radio plan

At the very top of America's mass-market industries, men are excited about the Blair Group Plan. They understand how its unique merchandising advantages intensify the tremendous selling-power of Spot Radio.

It's Custom-Built—The Blair Group Plan is not standardized. Whether for Beech-Nut, or Dodge, or Marlboro, or M-G-M, or Mennen, or Parker Games, or Philip Morris, or Scot Tissue, or Tanfastic, or United Artists, or the Tea Council of America, each Blair Group Plan is built to fit the advertiser's marketing needs.

Pick Your Markets—The Blair Group is not a network, although in spot on Blair Stations alone, advertisers invest far more dollars than on the largest radio network. Under the Blair Plan, you allocate your advertising dollars market-by-market, achieving close-control with complete flexibility.

Total Reach, 142,592,300—Over 40 radio stations in major markets are represented by Blair. Measured by advertiser-acceptance—and by sales performance—they constitute the most powerful group of radio stations in America. Together they deliver 80.4 per cent of the national market each week.

The Next Step—Developed in cooperation with these stations, a Blair Group Plan can deliver your advertising coast-to-coast—or to any markets you select. For complete data on a plan built to meet your specific objectives, call our nearest office.

John Blair and Company

National Representative of Major Radio Stations
717 Fifth Avenue, New York, PL 2-0400

Offices in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle.

4 tv MARKETS WITH ONE PURCHASE ONE FILM AND ONE BILLING!

AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!

KDUB-TV KEDY-TV
LUBBOCK, TEXAS BIG SPRING, TEXAS
KPAR-TV KVER-TV
ABILENE - SWEETWATER CLOVIS, NEW MEXICO

west texas
television
network

W. D. "Dub" Rogers, President and Gen. Mgr.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JUNE

June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 6—Replies due from tv stations to **FCC** questionnaire on political broadcasts.

June 6-9—American Federation of Musicians and **American Guild of Variety Artists** conventions, Las Vegas. Donald F. Conaway, national executive secretary, American Federation of Television and Radio Artists, will speak.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 9—Federal Communications Bar Assn. luncheon meeting. Congressional Room, Willard Hotel, Washington. Earl W. Kinter, FTC chairman, will speak.

June 9-10—North Carolina Assn. of Broadcasters spring meeting. The Carolinian, Nags Head, N.C.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 13—Film Producers Assn. annual industry dinner. Plaza Hotel, N.Y.

June 13—Deadline for filing reply comments to **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

June 13—Rehearing in the Miami ch. 7 tv grant before Special Hearing Examiner Horace Stern, Courtroom 7, Federal Courthouse Bldg., Philadelphia.

June 13-14—Radio Frequency Interference Symposium. Field trips to FCC lab and monitoring station are planned. Shoreham Hotel, Washington, D.C.

***June 13-17—NAB Board of Directors** meeting. Statler-Hilton Hotel, Washington, D.C.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis. Marion Harper Jr., president of McCann-Erickson Inc., will be keynote speaker.

***June 16-18—Conference on Education for Journalism,** co-sponsored by American Society of Journalism School Administrators and Southern Illinois U. Held at Carbondale, Ill. Among the speakers will be Charles Siepmann, chairman, Dept. of Communications in Education, New York U.; Gordon Norberg, vice president and research director, Wade Adv., Chicago; Frank Walsh, research director, Compton Adv., Chicago, and William Small, news director of WHAS-TV Louisville and president of Radio-Tv News Directors Assn.

June 16-18—Florida Assn. of Broadcasters annual meeting. Hotel Robert Meyer, Jacksonville.

***June 18—Florida Defense Network** meeting. Hotel Robert Meyer, Jacksonville.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

***June 20—Board of Broadcast Governors** public hearings in Lord Nelson Hotel, Halifax, N.S.

June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***June 20—Hollywood Advertising Club** luncheon. Noon, Hollywood Roosevelt Hotel. Subject: "A Salute to the Advertising Council." Principal speaker; Sydney R. Bernstein, vice president of Advertising Publications Inc.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-Aug. 13—18th annual Stanford Radio Tv-Institute, offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

June 20-21—Chicago Spring Conference on **Broadcast and Television Receivers,** Graemere Hotel, that city, running concurrently with **International Home Furnishings Market.** Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-July 7—Third annual workshop on the **Art of Preaching and Mass Communications,** sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

***June 23-24**—Advertising and information services directors, CBS-owned tv stations, St. Regis Hotel, New York.

June 22-24—Second National Conference on Electronics Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—National Assn. of Tv & Radio Farm Directors' annual summer meeting. Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

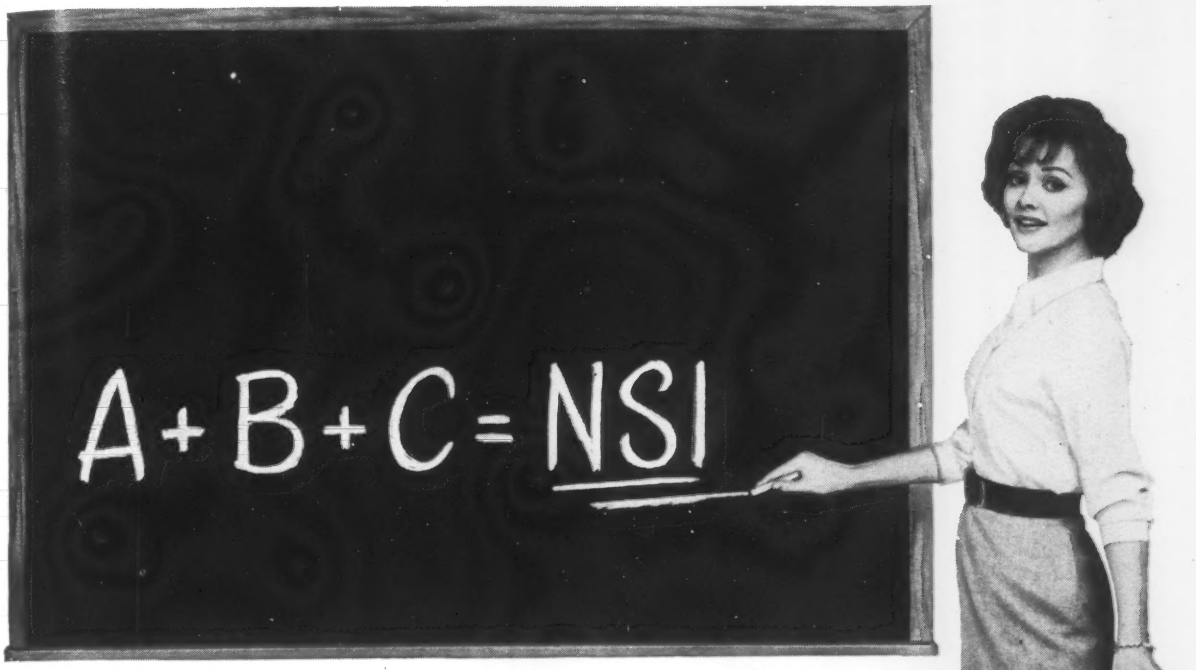
June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

JULY

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 19-20—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

July 20-24—American Federation of Television



A = The right homes
selected by scientific sampling techniques to provide true cross section of each market.

B = Complete reporting
of all quarter hours, all sets, all family members, avoiding personal bias, memory lapse, and distortion.

C = Quality processing
with controls at each step to assure accuracy and automated production to speed delivery of reports in easy-to-use formats.

NSI = today's most reliable source of station audience facts

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0403

Seven men capture the most responsive audience in daytime television!

Giant audiences, too...as you can see from the record on the right.

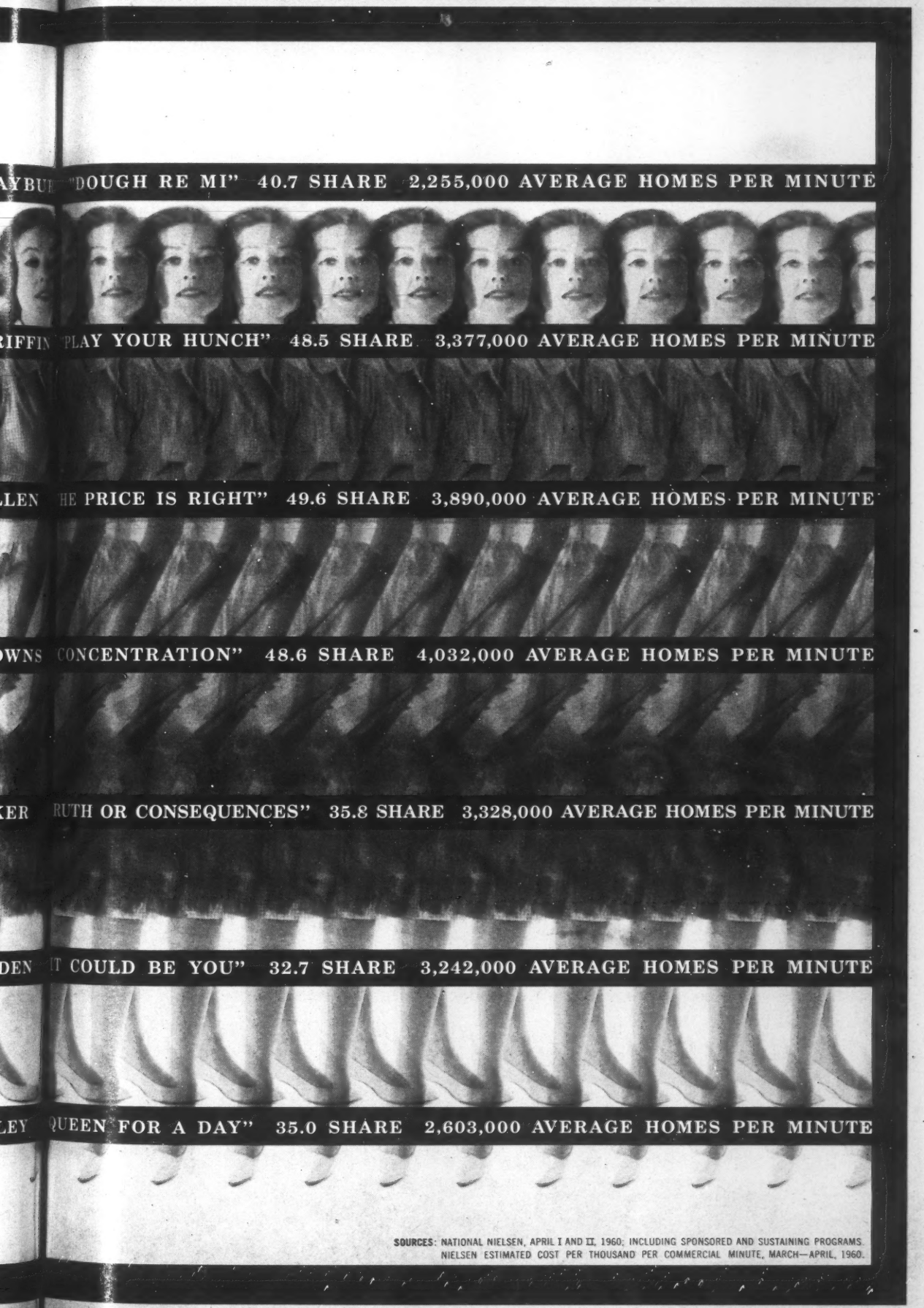
These men are *alive*—alert, spontaneous—seven top salesmen who operate in broad daylight. They attract the ladies; entertain them; and lead them gently but firmly into a sales story woven deftly into their plot.

Gallup & Robinson reports this is by far the most effective selling approach for the sponsor. G&R says your sales message can attain a 32% greater impact over the average commercial when a star is personally involved in its presentation.

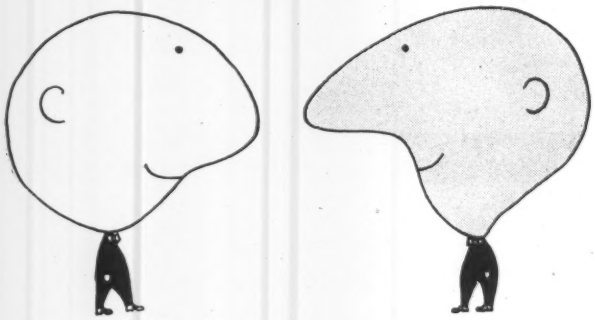
Many astute advertisers have learned this the profitable way. Among those advertisers who have recently established themselves in the new NBC daytime lineup are Brown and Williamson, Knox Gelatin, Coty, General Mills, Jergens, Mennen, Colgate-Palmolive, Thomas Leeming Co., Mentholatum, Plough Chemical, Purex, and Proctor Electric.

No wonder! NBC has the highest average share of daytime audience (38.2) for the second consecutive month. And it's delivered at the lowest cost per thousand ($1.25) of any network.

LOOK WHAT'S HAPPENING
IN BROAD DAYLIGHT ON
NBC


"DOUGH RE MI" 40.7 SHARE 2,255,000 AVERAGE HOMES PER MINUTE
PLAY YOUR HUNCH" 48.5 SHARE 3,377,000 AVERAGE HOMES PER MINUTE
HE PRICE IS RIGHT" 49.6 SHARE 3,890,000 AVERAGE HOMES PER MINUTE
CONCENTRATION" 48.6 SHARE 4,032,000 AVERAGE HOMES PER MINUTE
RUTH OR CONSEQUENCES" 35.8 SHARE 3,328,000 AVERAGE HOMES PER MINUTE
T COULD BE YOU" 32.7 SHARE 3,242,000 AVERAGE HOMES PER MINUTE
QUEEN FOR A DAY" 35.0 SHARE 2,603,000 AVERAGE HOMES PER MINUTE

SOURCES: NATIONAL NIELSEN, APRIL I AND II, 1960; INCLUDING SPONSORED AND SUSTAINING PROGRAMS.
NIELSEN ESTIMATED COST PER THOUSAND PER COMMERCIAL MINUTE, MARCH—APRIL, 1960.



What a wonderful way!

What way?

To listen to radio.

What station?

Any station that has "DRUMMERS."*

I've had enough of salesmen.

No salesmen. These "DRUMMERS"* do the selling for you.

Are they robots or something?

Not robots, just robust sales starters.

Who finishes?

Your announcer, but he's way ahead with these new, top quality, recorded production aids, promos and themes.

Themes. I don't need themes by a three-piece combo.

Forget it. These "DRUMMERS"* are fully-orchestrated with big band arrangements that give your station a distinctive sound.

Sound what?

A musical sound of its own.

Sounds. Sounds. Don't I have enough of a headache trying to attract sponsors?

Let "DRUMMERS"* do the work for you. Here, take one of our promos, it will cure your headache.

*Trademarks

SESAC RECORDINGS

THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

and Radio Artists annual convention. Shoreham Hotel, Washington, D.C.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

***July 29**—Deadline for comments to FCC on technical standards for fm stereo.

AUGUST

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

***Sept. 22-24**—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21— National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn.. King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

***Nov. 13-15**—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

KRON is TV in SF

San Franciscans are sold on KRON-TV

MINUTES AVAILABLE IN AAA & AA TIME!
Check KRON/TV or P-G-W NOW

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

MONDAY MEMO

from **RICHARD B. BEST**, *secretary and account executive, Gordon Best Co., Chicago*

Tv tape commercials: imagination needed

Why are so many tv tape commercials sterile? Are the writers scared of tape? Or too lazy?

Ignorance of the medium is no excuse. Good selling sense is good selling sense no matter where you're called upon to use it—in person, in print, on the air (including tapes).

Tv tape has opened the door to great new creative possibilities, but too many writers slam that door shut before seeing what is on the other side. Tape's opportunities are here today. Naturally, technical improvements are still to come, but as far as the writer need be concerned, tape is today. The only real limitation to tape is the limitation of the imagination of its user.

The Short View ■ A popular philosophy about using tape seems to be to put an announcer in front of a camera, stick a product in his hand and let him talk. Maybe super a title here and there. Or for a real production, add a chart or a blackboard.

You wouldn't condemn a film to a fate like this. Why do it to tape?

All around we hear talk about the need to fight for attention. Doesn't that apply to tv tape, too?

You've probably seen the detergent commercial where the announcer holds up two competitive products—Brand X and Brand Y. One is a lily, kind to hands, but it doesn't get the dishes clean; the other's a brute, cleans the dishes, but ruins the hands. Enter the sponsor's product—tough but gentle. Nice idea, but as produced I'll bet its powder room rating was in the frigid zone. Let's face it, listening to a man lecture for 60 seconds (unless he's her husband) is pretty boring for a woman.

Or how about the cigarette commercials that are currently on tape. The only life they get into them is when the announcer points his finger and a title pops on. These commercials have no personality. They all look the same.

Why Play 'Safe'? ■ Why do commercials get written this way? Apparently the writers put mechanics ahead of dynamics. They put creative blinders on to play it safe and as a result they miss the real possibilities. Why be timid? Experiment a little. The beauty of working with tape is that if at first you don't succeed you can try again.

Look at it this way: A baseball coach would never fill a batter's head with "look out for his knuckler . . . don't be fooled by his change-up . . . don't go after any bad pitches . . . beware of his bean ball . . . don't hit to the shortstop . . . don't this . . . don't that!" He's more apt to say, "Get out there and sock it one."

It's the same with writing for tape. The only 'don't' to observe is "Don't saddle yourself with don'ts." Step up to the plate and get set to smack the ball right out of the park. Decide what is the most effective way to sell your product and forget about the mechanical details. If you come up with a concept, it's almost a certainty it can be done. Let your producer figure out how, if you can't; that's his job.

Just to give you an example, we did a commercial on a special soap (Yarn Glo) for washing wool sweaters. It originally was slated as a job for film, since it called for rotoscoping animation over live action. Only a fool would try to accomplish this on tape; but we were foolish enough not only to do it and come out with what we feel is a better result than if it had been filmed, but we cut the production cost in half and were on the air in three days.

'Lambing' It Up ■ This commercial had a little lamb splashing up out of the water in a bathroom sink. She leaned over the lip of the sink long enough to extoll the virtues of our product and then we cut away to a "laboratory demonstration" comparison of our product and our competitor's. Then our little lamb came back to peek out from behind our product for her finale. We did this by shooting a hand puppet against a black background with one camera and electronically matting or keying her into pictures from the other cameras.

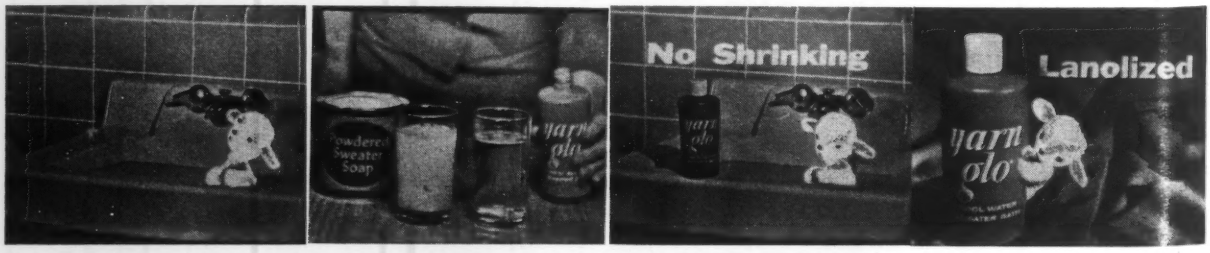
In creating this commercial we did not approach it from a mechanical point of view. We wouldn't have gotten to first base if we did. Instead, our trend of thought went something like this: "Wool . . . lamb (natural association, also possibilities for a lot of interest) . . . lamb stops girl from ruining sweater with wrong product . . . introduces our product . . . interrupts to prove superiority with scientific demonstration . . . shows product in use . . . urges viewer to buy."

Then . . . and only then . . . we got into a huddle with the CBS tape people to figure out how to do it.

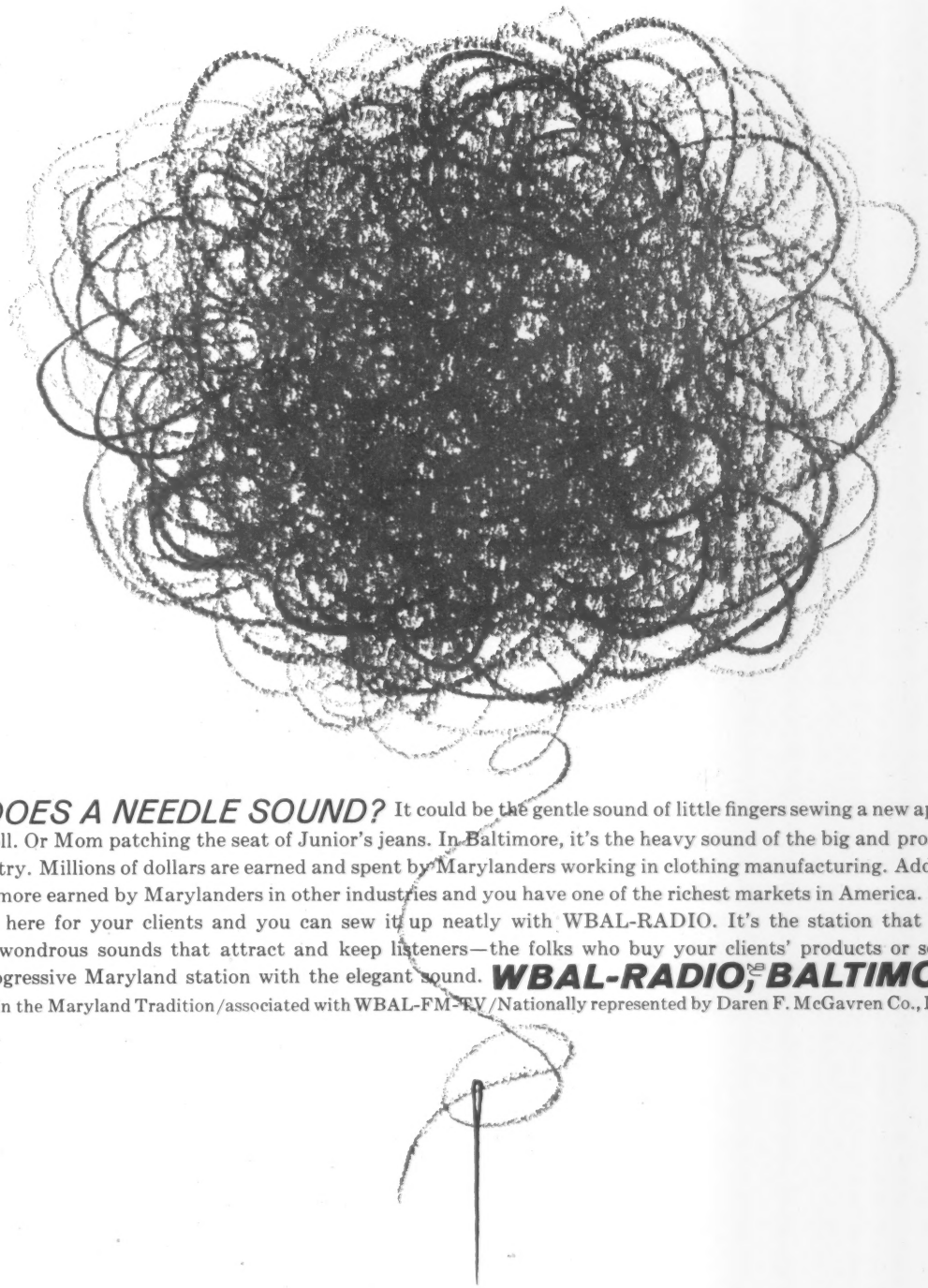
This experience helped prove to us that good selling sense comes first, the technicalities later. You keep them in that order. Don't let the tail wag the dog.

A commercial is to sell. Think first of how to sell best. Technicalities afterward. You'll come out with better commercials. See if it isn't so.

Richard B. Best joined the Gordon Best Co. after 10 years of work on Chicago's major daily newspapers. At the agency he handled radio-tv and mechanical production and copy-writing chores before being appointed account executive and later secretary. Among his writing and production credits: radio-tv commercials for Arthur Godfrey and Robert Q. Lewis. A graduate of Northwestern U's Medill School of Journalism, he is the son of Gordon Best, agency board chairman.



YARN GLO TAPE COMMERICAL CUT COST AND TIME
Selling sense and imagination came first; technicalities came second



HOW DOES A NEEDLE SOUND? It could be the gentle sound of little fingers sewing a new apron for a favorite doll. Or Mom patching the seat of Junior's jeans. In Baltimore, it's the heavy sound of the big and prosperous textile industry. Millions of dollars are earned and spent by Marylanders working in clothing manufacturing. Add this to the millions more earned by Marylanders in other industries and you have one of the richest markets in America. There's big business here for your clients and you can sew it up neatly with WBAL-RADIO. It's the station that weaves the kind of wondrous sounds that attract and keep listeners—the folks who buy your clients' products or services. It's your progressive Maryland station with the elegant sound. **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland Tradition/associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.

NETWORK PROGRAMMING

AIR POWER · CODE THREE · SAN FRANCISCO BEAT · NAVY
SHOTGUN SLADE · TRACKDOWN · THIS MAN DAWSON · 26
THE CALIFORNIANS · THE HONEYMOONERS · MR. ADAMS AND
MEET McGRAW · DEADLINE · BOLD VENTURE · COLONEL
SILENT SERVICE · FLIGHT · PANIC · POLICEWOMAN
IT'S A GREAT LIFE · INTERPOL CALLING · YOU ARE
HIRAM HOLLIDAY · MIKE HAMMER · BOLD

WPIX

the prestige independent

WPIX-11 IS THE "Network Station" for Spot Advertisers in New York! There are more opportunities to sell in a "network atmosphere" on WPIX-11 during *prime evening hours* than on *any* other station. And Nielsen has *proved* that WPIX audience incomes, home ownerships, jobs, etc. are *the same* as on the leading network station! You'll never find "mail order" or over-long commercials on WPIX-11. You *will* find important looking programs, only the best advertisers and a proved quality audience... *on* a station that has a healthy respect for the rate card. ***Where are your 60-second commercials tonight?***

ING NETWORK AUDIENCES

NAVY … C. Nielsen recently studied his entire New York sample, both Audi-
· 26 M… …ter and Recordimeter-Audilog homes, and found **"no significant**
S AND E… …ference" between the kind of people who watch WPIX 11—New York's
…ading Independent station—and New York's leading **Network** station.
NEL FLA… …e Nielsen "WPIX AUDIENCE PROFILE" study provides a direct com-
AN DEC… …arison of audiences for the prime qualitative categories of: FAMILY
…COME • HOME OWNERSHIP • AUTOMOBILE OWNERSHIP • SIZE OF
RE THE… …AMILY • AGE OF HOUSEWIFE • OCCUPATION, HEAD OF HOUSEHOLD
…om 7.00-11:00 PM, seven nights a week. Qualitatively they are equal.
JOURN… …e Nielsen states: **"NONE OF THE COMPARISONS YIELDED A SIG-**
…NIFICANT **DIFFERENCE!"**

NETWORK ADVERTISERS

The Procter & Gamble Co. • General Motors Corp. • Bristol-Myers Co
General Foods Corp. • Chrysler Corp. • American Airlines, Inc. • Co
gate-Palmolive Co. • R. J. Reynolds Tobacco Co. • Warner-Lambe
Pharmaceutical Co., Inc. • United Air Lines, Inc. • General Mills, In
National Biscuit Co. • U. S. Rubber Co. • Brown & Williamson Tobacc
Corp. • Ford Motor Co. • The Coca-Cola Co. • General Cigar Co
Borden's • Trans-World Airlines, Inc. • Vick Chemical Co. • P. Lorillar
Co. • Best Foods • U. S. Tobacco Co. • Texaco Canada Limite
Kellogg Company • Miles Laboratories, Inc. • The American Tobacc
Co. • Cannon Mills, Inc. • International Shoe Co. • Firestone • Gu
Oil Corp. • Sterling Drug, Inc. • Lever Brothers Co. • and many mor

WPIX
new york

The ONLY New York independent
qualified to display the
SEAL OF GOOD PRACTICE.

"CANNONBALL" delivers the ratings

1 Source: ARB March 1960

FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations 29.5 Rating 76.0% Share

CINCINNATI
3 stations 19.2 Rating 50.4% Share

SYRACUSE
2 stations 38.1 Rating 73.8% Share

CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

ITC
INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

OPEN MIKE

How tv sells toys

EDITOR: Naturally, I was tremendously pleased to find a report on one of our studies . . . ("Tv can create a demand for toys," May 16, page 50).

I would be remiss, however, if I would not express my appreciation of the excellent job the writer did in working our research report into an interesting article without sacrificing accuracy.—*Paul Keller, Vice President and Director of Research, Reach, McClinton & Co., New York.*

Fm's bright horizon

EDITOR: Would you please send me 300 reprints of the recent article on fm ("Fm's star grows even brighter," April 11, page 64).—*Paul A. Stewart, President, WRVB-FM Madison, Wis.*

EDITOR: Please send 50 reprints . . . —*Jerry W. Kulinski, General Manager, WVTS (FM) Terre Haute, Ind.*

EDITOR: Please send 200 reprints . . . —*Abe J. Voron, WQAL (FM) Philadelphia.*

[Reprints are available, 5¢ each—THE EDITORS.]

WQMR's one rate card

EDITOR: . . . We have received many comments about our "Musical Cluster" change and the approach of Washington's Quality Music Radio. I like to attribute much of this out-of-town reaction to the mention in BROADCASTING (May 2, page 46).

One item that failed to make the story was that our new rate card (that went into effect June 1) is not only the rate card that we sell on here in Washington but it is the national rate card as well. In other words, one rate.

I hope that most New York, Chicago and Los Angeles timebuyers realize that Silver Spring, Md., is as much a part of Washington, D.C., as the Pentagon, and yet neither one of them is located in downtown Washington. It's kind of like Manhattan and the Bronx, without Yankee Stadium. . . .—*Ed Winton, Vice President and General Manager, WQMR Silver Spring, Md.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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BROADCASTING

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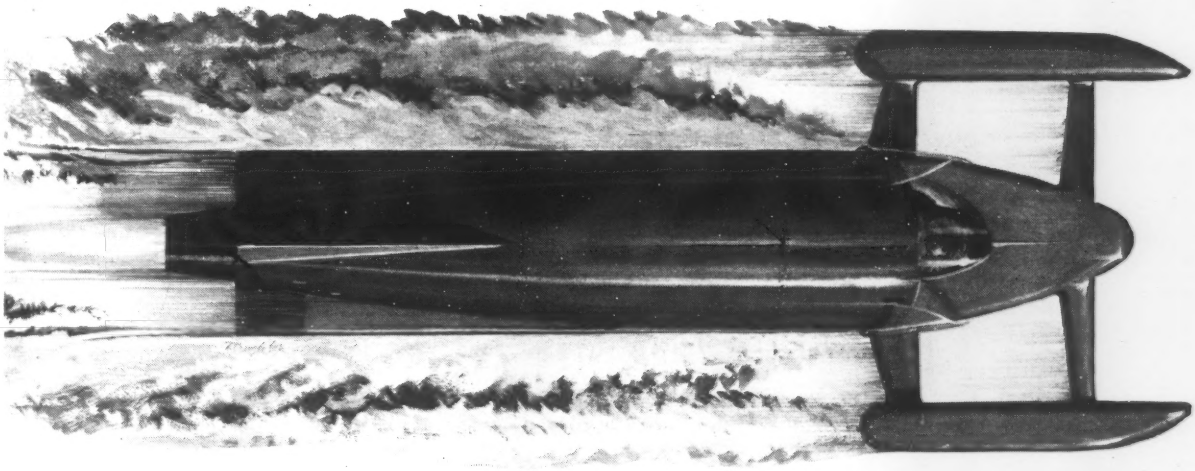

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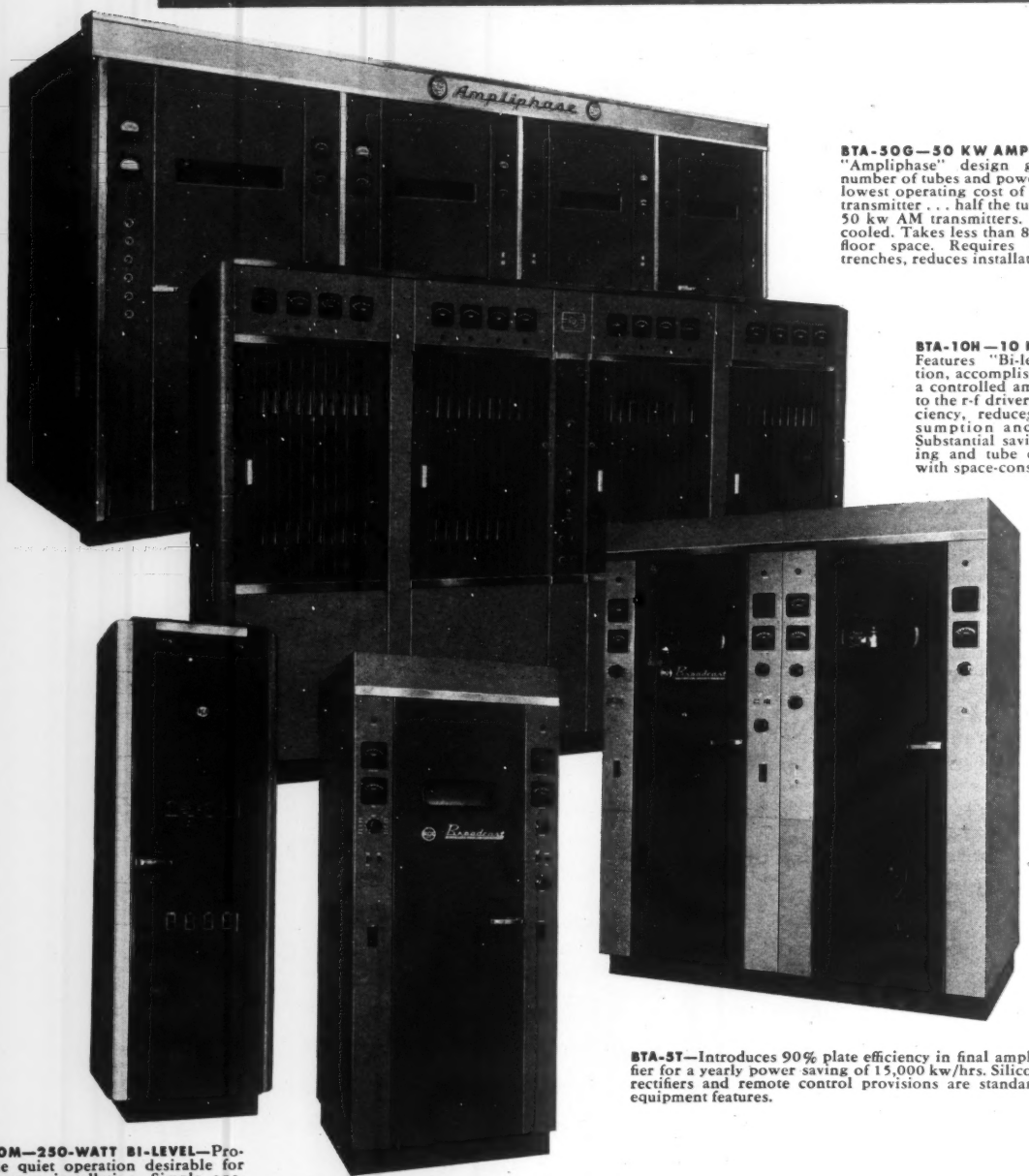

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 6, 1960
Vol. 58 No. 23

WHAT HOPES FOR RADIO NETWORKS?

- **Three reportedly are in or near the black after years in red**
- **As result of price cuts and retrenchments, stability is seen**
- **But some are wondering whether it's stability or stagnation**

After a prolonged tailspin that started in the early 1950s, network radio currently is enjoying an experience that many people thought it might never live to see: a period of relative calm in which the future looks like something worth meeting half-way.

The nervousness is by no means all gone—nor is there any assurance that the changes in network operating patterns, adopted by all four networks during the last three years, have all been completed.

Authoritative reports maintain, for example, that some of its affiliates have proposed informally that CBS Radio reduce from 30 to 25 or 20 the number of free hours it takes from its affiliates; or, perhaps better yet that CBS Radio go out of the network business altogether and substitute a news, special events and special information service of, say, an hour in the morning, an hour in the afternoon and another hour at night. Under this plan—which has been proposed in principle to other networks as well as CBS in past years—the affiliates would be free to build their own programs around the national and international news material furnished by CBS Radio.

CBS officials said such proposals pop up frequently, "like the measles". There are always some affiliates who feel they could make more money with a program service, authorities said, but then back away on hearing the costs.

These proposals, which CBS Radio reportedly agreed to consider, are the most drastic currently known to be pending. They are ironic, too; CBS Radio is the only network which professes to have a track record of operating in the black.

CBS Radio has been in the black, according to its officials, for the past two quarters and may make it three in a row. NBC Radio shies from the question but apparently has visions of black ink not too far away. Mutual says it will touch black soon and be in there with both feet before the year is out. ABC Radio is less quick to talk about not seeing red—it has a cost-allocations problem in addition to the normal hazards of network operation—but it, too, gives out an air of enthusiasm.

Thus top officials of all four networks make clear that a combination of new operating patterns, shorn expenses

Now a 'fifth' network for Texaco

Texaco Inc. affirmed Friday that it is forming its own radio "network" to carry the Saturday afternoon live broadcasts of the Metropolitan Opera from New York, starting Dec. 3 (CLOSED CIRCUIT, May 3). The reason: dissatisfaction with the delayed broadcast policies of some local network affiliates (delays of as much as a week were cited).

Texaco has sponsored the opera broadcasts since 1940, the past two seasons on CBS Radio and before that on ABC Radio and its predecessor, the Blue Network. The Metropolitan Opera has been on radio regularly since 1931.

Between 90 and 100 stations are expected to be included in the "Texaco-Metropolitan Opera Network," a higher number than previously reported. At this stage it appears that the business might be placed direct but this is not settled. Texaco will lease its own lines and buy time on the basis of the local station's one-hour rate (the opera continues for some 3½ hours). If the business is placed direct, this would represent a loss of some $500,000 in annual commissions to Cunningham & Walsh, Texaco agency.

Milton Cross again will be opera commentator. G.H. Johnston, a radio program packager who formerly was associated with the Texaco account when Kudner had a portion of it, is organizing the network of stations and will produce the broadcasts.

Probable Lineup ■ Among the stations said to have been signed for the live opera network are WOR New York, WJR Detroit, WFIL Philadelphia, KMOX St. Louis (a CBS-owned outlet, acting at its own discretion, according to CBS Radio), WBT Charlotte, KFI Los Angeles, WGY Schenectady, KVOO Tulsa, KWK Shreveport, WWL New Orleans and WGAR Cleveland. CBS Radio, meanwhile, said it had offered Texaco live clearance on 144 affiliates for an estimated 81.5% coverage of the U.S. The network questioned whether the sponsor could obtain adequate national coverage with its own station grouping, although Texaco claimed it will have 95% coverage with its 90-100 station list.

The Texaco announcement was made jointly by Ben Halsell, Texaco advertising director, and Lauder Greenway, board chairman of the Metropolitan Opera Assn. The statement was critical of a growing tendency among network affiliates to record the broadcasts and delay the playback "hours, days or even a week following the original performance."

While Texaco recognized that network affiliates are independently operated and have the "right to broadcast programs of their choice," the sponsor and the opera association felt they were obliged to furnish live origination from the opera stage. "The cultural importance of the programs merits broadcast," they said.

MR. PAULEY MR. HAYES MR. HURLEIGH MR. MCDANIEL

It's their problem ■ The men in charge of network radio are a diverse group, ranging in age from 36 to 54 and in background from sales and station management to news reporting and on-the-air broadcasting. They aren't necessarily the men who put their networks where they are today, but they're the men expected to carry them forward. Here they are:

ABC—Robert R. Pauley: Newest chevrons among network radio's top brass are worn by Mr. Pauley, who took over as vice president in charge of ABC Radio little more than a month ago. The 36-year-old executive reached that post after serving with two of the three other radio networks and with what was then the New York key outlet of the third. After Harvard College and Harvard Business School, he started in radio as a summer salesman with WKOX Framingham, Mass., in 1950. Then successively he was a salesman for WOR New York, which was then a Mutual owner, in 1951-53; NBC Radio in 1953-56 and CBS Radio 1956-57. From CBS-he moved to ABC Radio, starting as a salesman in 1957 and becoming eastern sales manager in 1959. With his wife and their three children he lives at New Canaan, Conn., where he was born and grew up.

CBS—Arthur Hull Hayes: The senior executive among radio network heads is President Hayes of CBS Radio. He joined CBS in 1934 after post-college (U. of Detroit) stints with the *Detroit News* and Campbell-Ewald, where he organized the agency's radio department. He started with CBS as an account executive with CBS Radio Spot Sales, became eastern sales manager of the department a year later. He's a network head with station management background, having been named general manager of CBS-owned WCBS New York in 1940 after two years as sales manager of the station, and vice president in charge of the network's San Francisco office in 1949 after its purchase of KCBS (then KQW) there. He was named president of CBS Radio in 1955. He is now 54. He, his wife and four children live at Old Greenwich, Conn.

MBS—Robert F. Hurleigh: He came off a news beat to become president of Mutual. He's the man most widely credited with holding the network together through the series of troubles that beset it in recent years. Now 47, he has spent 30 years in news, first joined Mu-

What hope for radio networks? CONTINUED

and a steadying expression of advertiser interest in radio generally give them cause to hope that, although they can never again define prosperity in pre-television terms, the worst of the famine may be over and a degree of stability—if not security—within reach.

Problems Still ■ This is not to say that there are no rumblings beneath the surface.

There are still those who contend that the networks are marching bright-eyed to oblivion—and that talk of profits or breaking even is more a matter of tricky bookkeeping than something that can be taken to the bank.

There are still discontented affiliates —and even some network-owned stations—who would like their networks to do things differently.

There are those who say no network is giving the sort of service a network ought to give in today's radio climate —and they cite, most recently, Texaco's move of the Metropolitan Opera broadcasts from CBS Radio to a spot radio lineup (see page 27) not only as a blow to network radio prestige but as symptomatic of the times.

There are still network officials who think that one or more of the other networks will eventually go under, and there are still radio salesmen, in and out of networks, who charge their network competitors with damaging the entire medium by chiseling on price.

Truce ■ But the sniping by the critics has let up, at least temporarily. No network is currently faced with an open rebellion of its affiliates. Except for the proposals made to CBS Radio, the networks' own shifting and probing in search of new operational patterns have been suspended if not ended. Except for changes being drafted at ABC Radio, programming formats appear finally to be firm in principle, though conceivably subject to some modification.

A few years ago, observers point out, any of these items would have been news by itself.

In choosing the formats the four networks have ridden off in four different directions.

Mutual was the first to introduce time-barter as a substitute for money in dealing with affiliates. It also was the first to go, for all practical purpose, all news. CBS Radio came up with a predominantly barter combination of time and money for station compensation but, alone among the networks, retained in addition to a heavy schedule of news the old-line concept of furnishing entertainment programs on a same-time, same-station basis. NBC Radio scrapped its entertainment programming but retained the old-line concept of paying money to affiliates for the news, *Monitor*, sports and special events which now make up most of its network fare. ABC Radio has been largely in the position of making do with whatever it could sell, with emphasis on news, *Breakfast Club* and commercial religion.

Costs Cut ■ In changing formats,

tual in 1944 and conducted regular newscasts and commentaries on the network from 1945 until he moved into the presidency last July 1. From 1957 until he became president he also was national director of news and special events. Before Mutual, he helped set up the Associated Press midwest radio news bureau in 1942, then was news chief first at WBBM Chicago and later at WGN-AM-TV Chicago. Earlier, he headed news operations at WFBR Baltimore and served with AP in Washington and New York. He spends weekdays in Mutual's New York headquarters, commutes on weekends to his home and family—Bethesda, Md., and Mrs. Hurleigh and five children.

NBC—William K. McDaniel: He is one of those executives who got in on the ground floor—at the very bottom. He started as an NBC page in 1938, became vice president in charge of NBC Radio last March. In between, he was a sales executive with Scripps Howard Radio in Memphis (WMC) in 1940-41 and then with KMPC Hollywood until the war broke. After Navy service he was successively with KECA-TV Hollywood (1948-51), manager of ABC western division network sales (1951-52), western manager of NBC Radio Spot Sales (1953-55) and then general manager (1955-56) of KNBC San Francisco, and sales vice president of NBC Radio (1956-60). He's now 41, married, lives with his wife and two children at Pelham Manor, N.Y.

the networks without exception curtailed programs—and expenses. NBC, radio, for instance, now feeds about 33 hours of regularly scheduled programs a week, aside from special news and other events. ABC feeds about 41 hours, CBS 60 hours, and Mutual, although between newscasts it feeds music which affiliates are free to carry, delay or ignore, concentrates virtually all its weight on news and news analyses.

Along with cutbacks in programming necessarily went cuts in expenses (although network-owned stations found their own costs increasing simultaneously from having to replace the missing network time with local shows).

CBS Radio and Mutual, in eliminating or severely reducing cash compensation of affiliates, found a substantial savings there. Nobody will say how much, but it has been reported that CBS Radio's compensation payments ranged between $4 million and $5 million a year just before its new plan went into effect.

All four networks obviously trimmed operating costs in as many areas as they could. They are reluctant to give payroll figures, but one network was said authoritatively to be operating with approximately 50 full-time employes (aside from news, engineering, publicity and other services it shares with its tv-affiliated network). Mutual, which has neither tv nor station ownership ties, claims approximately 170 employes including on-air talent. An official of another network acknowledged that the full-time employes in his shop were "so few that it would shock you."

Affiliations ■ The networks won't talk profits and losses, but if length of station lineups is any gauge—and affiliates have greater influence on network operations than any group this side of advertisers themselves—then each of the four new formats must be counted successful. As a whole, there are not quite as many affiliates now as five years ago, but the number has been picking up.

CBS Radio suffered the most dramatic defections—26 in all—when it introduced its new format, the Program Consolidation Plan in January 1959. Some of these defections were major, including such long-time 50-kw associates as WJR Detroit, WHAS Louisville and WRVA Richmond. New affiliates have been found, including KFBK Sacramento, KRMG Tulsa and WRNL Richmond, in most other defected markets. The network is still out of Little Rock, Shreveport, Louisville and Worcester, but emphasizes that even so it covers 95% of the U.S. and predicts that other stations that took a walk will want to be let back in as time goes on. Numerically, it has 203 affiliates today, the same number it had when PCP went into effect and only three short of its total five years ago.

NBC says it lost four bonus stations and nothing more when it installed its current format the first of this year and has since added eight affiliates. Thus its current lineup of 200 equals in number its total five years ago—although it, too, has had some important defections in the meantime, notably the Westinghouse radio stations.

Mutual, which once boasted 563 affiliates but had slipped to 323 when its current programming and operating plan went into effect three years ago, is now back to 455.

ABC Radio is building its lineup back after a slide that started some two years ago, about the time the network was launching an ill-fated all-live programming policy. Compared to 360 affiliates five years ago, it now has 317, plus the since-added West Coast Don Lee (now American Pacific) regional group and the Intermountain and Arizona regional networks.

Here is a status report, network by network, as their respective officials represent it:

At ABC Radio program changes in work

ABC Radio is the only network avowedly planning extensive programming changes. Robert R. Pauley, who took over as operating head when president Edward DeGray resigned six weeks ago (BROADCASTING, April 18), says the program schedule will be reorganized from "a hop-scotch affair" to one with "steady patterns," aimed primarily at the young adult audience and designed to be attractive to advertisers and affiliates as well as listeners.

Existing programs will be eliminated or revised if they fail to meet four specific "tests" which also will guide the construction of any new programming. The four tests: to serve (1) the listener, (2) the affiliate, (3) the advertiser and (4) the overall image of the network's parent American Broadcasting-Paramount Theatres.

Details of the as yet unfinished blueprint for programming, he said, will be presented to the ABC Radio Affiliates Advisory Board at a special meeting June 24. Current advertisers will not be thrown off the air but, if changed, will get exposures at least as good as those they now have.

Chicken and Egg ■ It has been widely described as ABC Radio policy to add no programs that haven't been pre-sold, but Mr. Pauley indicates that this will not continue to hold true. "You can't sell something you don't have," he asserts. One expansion in the works: a 55-minute program across the board. Mr. Pauley expects emphasis on news to continue and coverage of sports to expand, and says the network does not plan to splinter its schedule with new bits and pieces.

Out of deference to the stations, if nothing else, he says anything new in the week day schedule will be programmed on a Monday through Friday basis. There may also be some new weekend programs.

Right now ABC Radio is riding high on the sale of the June 20 Johansson-Patterson heavyweight championship fight—a $250,000 package for which Mr. Pauley says ABC got full price (Bristol-Myers and Fiat cars bought the fight itself; yet to be sold are the pre- and post-fight wrapups which are part of the overall package). Officials also say that affiliates, who received no network compensation for carrying the Johannsson-Patterson bout a year ago, will get full compensation this time even though they undoubtedly would carry it without payment.

Mr. Pauley makes a point of ABC

AT DEADLINE . . .

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"The one-book library of tv and radio information"

must be received at once

- manufacturers
- stations
- services

. . . if you have not received such a questionnaire for your free listing, *please write today*—

BROADCASTING YEARBOOK
1735 DeSales St., N.W.
Washington 6, D.C.

What hopes for radio networks? CONTINUED

Radio's intention to treat its affiliates as "gentlemen" both in scheduling network programs and in continuing the traditional form of compensation. "We don't intend to make bonus affiliates of them."

There have been recurrent reports that ABC's owned radio stations would like, for money reasons, to see network programming abandoned so that time would be available for more lucrative local sale. Officials acknowledge that this is true of some o&o's but deny it is true of all. And top AB-PT authorities have denied repeatedly that any such development will come to pass. As for reports that the venerable *Breakfast Club* might be dropped, Mr. Pauley says he has every expectation of renewing it when the time comes later this year.

Mr. Pauley says he's convinced that the new program plans can be made to pay, although he's reluctant to speculate on whether they will put the network in the black. As a move to improve both sales and programming he's added a national sales director (Jim Duffy, former Central Div. sales manager) and a creative director for new program and sales development (Jack Mann, former account executive).

CBS is in black, but precariously

At CBS Radio after a year and a half of PCP, President Arthur Hull Hayes says he sees some encouraging fruits of the move, not the least of which is fresh black ink. Its test, he says, was "whether a network that wouldn't lose money would also be acceptable to stations." He feels the answer is a definite yes.

However, he cautiously refrains from speculating that the network has reached a permanent profit position. But it was in the black for the last quarter of 1959 and again for the first quarter of 1960, and he obviously has hopes for the current quarter. "One big sale or one unfortunate cancellation can change the picture," he says.

To reports that CBS Radio business is down (considerably, by some rivals' estimates) Mr. Hayes counters that in-and-out business is the rule rather than the exception nowadays. There are 52-week advertisers on the CBS books—he cites General Motors and Amana among other examples—but the Levers and Colgates are in and out with special brand pushes, and other advertisers buy for as little as four days.

Thus volume can vary from week to week, Mr. Hayes continues. Where there wasn't an availability in daytime serials a few weeks back, he says, there now are openings waiting to be filled, while the Art Linkletter show, low on sponsors a few weeks ago, currently is 90% sold.

Mr. Hayes stresses that many advertisers want to get on the air almost overnight, and that as the only network with regularly scheduled entertainment programs—Arthur Godfrey, Garry Moore, Art Linkletter, and Bing Crosby and Rosemary Clooney in the morning, the soap operas in the afternoon—CBS Radio is the "only network that has programs ready and waiting to accommodate them."

Test of PCP ■ According to Mr. Hayes, the Program Consolidation Plan has proved itself with the public (CBS Radio, he says, averages 18 of the top 25 programs in Nielsen ratings, 20 of the top 24 in Pulse, and has all of the top 25 radio network campaigns in terms of size of audience per average broadcast); with affiliates (despite defections, he says, CBS Radio still covers 95% of U.S. radio homes and stations like its heavy schedule of news casts), and with advertisers (in the black for the past six months).

Mr. Hayes is enthusiastic about the performance of radio generally in covering recent international developments—the Summit Conference, UN debates, the wedding of Princess Margaret (which CBS radio sold to Elgin watches), for example. In this sort of coverage, he says, "The networks are getting back to the sort of thing that made networks great in the first place."

For MBS a new lease on a rugged life

Mutual's president, Robert Hurleigh — who almost single-handedly held the network together through catastrophe, pestilence and famine, at least three changes of ownership and a bankruptcy reorganization proceeding—says that Mutual right now "is in its best position in six years." The network was just bought by Minnesota Mining & Manufacturing for $1.3 million (BROADCASTING, April 25).

It bills itself as "a service to independent stations" and its emphasis first and last is on news. Starting at 6 a.m. it presents five-minute newscasts on the hour and half-hour. Its revenues come from whatever part of newscast on the half-hour it can sell, plus sales of its portion of sports and other special events it also offers on a swap-time basis to affiliates. For the upcoming political conventions, it has reserved 20% for network sale while stations will be free to sell the rest locally.

Mr. Hurleigh, who is credited with

FOR THE MANUFACTURER WHO HAS EVERYTHING!

(Well, Almost Everything!!)

He's the manufacturer with a *good* product, good package and good distribution set-up. What more could he want? MORE SALES, of course!

If you happen to be in his position in Central Iowa, WHO-TV can help you reach and *sell* more people, at low cost.

The popular Early Show (4 p.m.-6:05 p.m. Monday through Friday) is a good example. It starts with a fast-paced cartoon segment* for kiddies, then features a full-length movie* for mom, and signs off with news for dad . . . gives you an average of 67,515 viewers per quarter hour, at only $1.18 per thousand!

Results? You bet — plenty of them! And this is only one of many outstanding values on WHO-TV, every day of the week. Ask PGW for availabilities.

• • • • • • • • • • • • • • • • •

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • • •

NSI SURVEY
DES MOINES-AMES AREA

EARLY SHOW — TOTAL AUDIENCE PER QUARTER HOUR			
	November, 1959	February, 1960	Percent Increase
VIEWERS	54,832	67,515	19%
HOMES	27,410	32,150	23%

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

What hopes for radio networks? CONTINUED

a major role in creating Mutual's operational concept, reasons — unlike ABC, apparently—that "stations can't let you have whole hours out of the broadcast day" but can give up short, regularly scheduled segments for network use. His stress on news stems not only from his own background as a working newsman but from his conviction that news is a saleable commodity which networks can supply in a depth beyond the reach of any but the most affluent stations. "Give stations what they can use; don't give them what they can't use" is his and Mutual's credo.

Mutual now is near the break-even point and, at the present rate, definitely will be in the black before the end of the year, Mr. Hurleigh asserts. Unlike CBS, which emphasizes the in-and-out nature of current network radio business, he says Mutual is attracting steady advertisers and is becoming less and less dependent on in-and-out flights. Among the 26-week and 52-week advertisers signed in the past year are listed American Machine & Foundry, Liggett & Myers, General Foods, Pharmaco, Reynolds Tobacco and Monroe Auto Equipment Co., which according to Mutual authorities has specifically credited the network with a big assist in its sales growth.

As the new owner of Mutual, Minnesota Mining is taking an active interest in the network but is not involving itself in day-to-day operations, Mr. Hurleigh reports. He says 3M gave him three instructions: (1) keep the operation clean, (2) don't forget public service responsibilities and (3) in doing these two things if you can also make a profit, then make a profit.

Mr. Hurleigh is especially pleased by the number of new stations being added to Mutual's lineup. "Given a little time," he says, "we can make it clear to more and more stations that Mutual has what it takes. And now with Minnesota Mining behind us, thank God we've got that time."

For NBC Radio the best year in a decade

At NBC Radio Bill McDaniel, who succeeded Matthew J. Culligan as operating chief on March 1, sizes up the situation this way, referring to the cutback in total programming effective Jan. 1: "We're doing as well as last year on sales, with half the inventory." He avoids speculation about the network's prospects for becoming profitable, but has no hesitancy about saying that "we are now safe in predicting that 1960 will be the most successful year for the NBC Radio network since the early 1950's" (BROADCASTING, May 16).

Sales since Jan. 1 have been reported as totaling $12.5 million net. Advertisers signed up thus far are said to include a dozen that had not used network radio before. Mr. McDaniel says the affiliates give every sign of being happy with the new set-up—so much so that the Affiliates Advisory Committee recently decided to forego a regular meeting for want of problems to discuss.

Mr. McDaniel is especially pleased with the rate of station clearances for the reduced schedule of network programming. A year ago the network was guaranteeing advertisers clearance of at least 75% of the lineup and frequently found itself having to rebate for underclearance. Now, Mr. McDaniel says, clearances range between 95 and 98% and prices can be quoted on the level of sure clearance, while rebates are no longer a problem.

One idea that the network presented to its affiliates when it announced the new concept has never got off the ground—and isn't now expected to. That was the idea of setting up a "program service" through which the network would supply entertainment programs to stations on a cost basis, if the affiliates wanted to buy them. Not enough stations showed interest—which to Mr. McDaniel and his colleagues is evidence that they were right in taking those programs off the network schedule in the first place.

BROADCAST ADVERTISING

TRENDEX IN-DEPTH RATING PREVIEW

Now a sponsor can know 'who's out there' and measure impact

Trendex dealt itself out of "the numbers game" earlier this year when it began its new muti-columnar dimensional tv service (BROADCASTING, Jan. 18). Now, with publication last week of its final report for this season, covering April and May, the research firm has confirmed the new approach and is planning to have two early-season reports in advertisers' hands by option-exercising time next fall.

With 85-88% of agencies that buy network television subscribing to the full-course report, Trendex feels its deemphasis of straight-rating head counts has been confirmed. The firm would like to forget "Top 10" lists on pocketpieces and focus on: who tunes the show, who lives in the house, how often they tune a show, what do they think of it, and do they know who sponsors it. All of this supplements the old sets-in-use rating and share-of-audience columns.

Although Trendex shuns the Top 10, BROADCASTING picked some of the new depth-data morsels off the new mixed grill to see how they might look on the old platter; the generalized comparisons hint at some of the elements that make up an advertising decision.

Several shows appear among the elite in all three categories, but some are not always compatible to these criteria. *Bell Telephone Hour,* leader on the April "like" list, is an example of a low-rated show that has been renewed for next year. Presumably the sponsor considers its enthusiastic band of followers a justifiable investment. In any case, the new data gives an advertiser some new answers to the questions of "cost per-thousand what," "who's out there," and "what have I achieved in my market."

Ford Startime, a show that has not been renewed, may have found its answer—and perhaps justified the '59-'60 season—in the frequency-of-viewing column. In April, 24% of the audience were seldom or first-time viewers, which could spell success for an advertiser that might rely on another weekly show to reach the regulars and depend on the *Startime* hour to turn up new prospects (regular and frequent viewers made up 70% of the April 5 *Startime* audience that was surveyed.

High Road in the best-liked list below is an example of a program with few but loyal followers, of whom more than half know that Ralston Purina underwrites the adventure expeditions, in spite of the sponsor's handicap of absence from the show's name.

Procter & Gamble also got its sponsorship message across to more than

This is the kind of hold our station has on people

How do we *know* that such a bond exists? How does an advertiser assay it?

Well, the basis lies in the growth of mutual respect throughout the years. We see it in our mail counts—in our virtually level, far-superior ratings—in mail and word-of-mouth commenting gratefully on our commercial and public service programming, free of triple spots—in the stature of our veteran personnel in the community.

It warms the cold statistics which our advertisers must evaluate—our 747,640 TV homes in 41 counties of 3 states, with their $3,361,973,000 of annual retail purchases. Because a great portion of these figures apply especially to those who communicate with our advertisers through us.

George P. Hollingbery has other figures you can evaluate at a glance, too — our very realistic rate card.

WHIO-TV
CBS
Channel **7**
Dayton Ohio

SEAL OF GOOD PRACTICE

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

half of those assembled for its one-shot *Oscar Night Preview*.

Likeability scores for series generally range down to 10% of the audience in the "best" column, cluster around the 40's and 50's under "good," go from the low numbers to 30 under "fair" and only ⅓% of viewers call a series "poor" when the Trendex telephoner interrupts the show. Another smattering, usually a few more, will say they don't know when asked how they like the program and the series. Trendex has found that the "best" reaction to a series is higher than for single programs.

Here is BROADCASTING's arbitrary top 10 comparison from the best-liked-series, rating and sponsor-identification columns for April. (Many answers were to other questions on the sheet):

Trendex best liked series(*)

		% Responding	Rating	Sponsor ID
1.	Bell Telephone Hour	59	10.2	84
2.	Father Knows Best			
	Scott	50	19.2	50
	Lever			9
3.	Welk Dance Party			
	Dodge	48	21.9	88
4.	Perry Mason			
	(five co-sponsors)	46	23.4	26
	Loretta Young Show			
	Lever	46	18.4	28
5.	Bonanza			
	(Participating)	43	14.5	21
6.	Ernie Ford			
	Ford	42	15.1	86
7.	High Road			
	Ralston Purina	40	8.8	53
8.	Dick Clark Show			
	Beech-Nut	38	15.7	70
	Perry Como Show			
	Kraft	38	18.9	69
	Red Skelton Show			
	S. C. Johnson	38	22.9	48
	Pet Milk			30
	Twentieth Century			
	Prudential	38	11.7	66
9.	Playhouse 90			
	American Gas Assn., All State, R. J. Reynolds	37	24	
	What's My Line?			
	Kellogg	37	18.4	46
	Sunbeam			3
10.	Ozzie & Harriet			
	Kodak	36	17.1	61
	Quaker			17
	Real McCoys			
	P&G	36	23.4	33
	Untouchables			
	(Participating)	36	28.3	34

(*) Specials not included

Trendex ratings

		(Best Liked)		(Sponsor ID)
1.	Oscar Awards			
	Motion Picture Assn.	51.6		
2.	Oscar Night Preview			
	P&G	35.3		56
3.	Wagon Train			
	(Participating)	34.5	35	40
4.	Gunsmoke			
	Liggett & Myers	31.9	34	57
5.	Untouchables			
	(Participating)	28.3	36	34
6.	Have Gun, Will Travel			
	Lever	25.2	24	28
	Price Is Right			
	Lever, Speidel	25.2	29	54 1
7.	Danny Thomas Show			
	General Foods	24.9	32	64
8.	77 Sunset Strip			
	(Participating)	24.2	33	21
9.	Playhouse 90			
	American Gas Assn., Alstate, R.J. Reynolds	24	37	
10.	Perry Mason			
	(Participating)	23.4	46	26
	Real McCoys	23.4	36	33

The Trendex sponsor identification column is broken down to show correct identification, mistaken identification and don't know. Also wrong answers generally are quite low. "Don't know" answers range as high as the right replies.

Trendex correct sponsor identification

		(Rating)		(Best liked)
1.	Dinah Shore Chevy Show	89	17.9	33
2.	Welk Dance Party	88	21.9	48
	Dodge			
3.	Ernie Ford Show	86	15.1	42
	Ford			
4.	Bell Telephone Hour	84	10.2	59
5.	U.S. Steel Hour	81	16.3	20
6.	Pat Boone Show	79	15.5	24
	Chevrolet			
7.	Ozzie & Harriet*	78	17.1	36
	Kodak 61			
	Quaker 17			
	Red Skelton Show*	78	22.9	38
	S.C. Johnson 48			
	Pet Milk 30			
8.	I've Got A Secret	74	15.2	30
	R.J. Reynolds			
9.	Gillette Cavalcade of Sports	72	12.1	26
10.	Lassie	71	19.9	33
	Campbell			

* Smaller percentage is score for alternate sponsor. Questions: "Who sponsors the program? Are there any other sponsors or products advertised?"

Having foresworn the numbers game, Trendex may be giving players more help in the "giant chess game." With data collected in this year's dimensional reports, both Trendex and clients are working on formulas for predicting show success at different places on the board. The viewer attitude columns are one new element in the old strategy of charting lead-in audience with program rating and share of audience.

Another promising column is that of showing program selector. Trendex currently is correlating who-tunes with who-buys, documenting a belief that the tuner is a three times better customer than the "passive" viewer.

Advertisers, agencies and show people will begin receiving the dimensional reports next season on a monthly basis, October through January, with two final editions of the season appearing in March and May, covering two months.

Trendex tv research is done the first week of the month on the telephone coincidental system, using 1,000 interviews for a half-hour and 2,000 for an hour show. Twenty-nine cities in which three networks are received are covered. Optional columns are added in the reports to the established eight audience dimensions upon subscriber order.

New marketing firm

Formation of new marketing consultant, Robert Bragarnick Inc., New York, announced by Robert Bragarnick, formerly vice president, marketing, Joseph E. Seagram & Co., vice president, merchandising, Revlon Inc., and senior vice president, Biow Agency, Procter & Gamble account. Joining with Mr. Bragarnick are Jackson S. Gouraud, former marketing manager, Pfizer Co., and national sales manager, Four Roses, and Everett C. Bradley, vice president, J. Walter Thompson, Compton and Biow. Firm's office is in Time-Life Bldg., Rockefeller Center, New York.

Europe bound ■ These Radio-Television Executive Society members and wives were in a party of 58 which boarded a chartered KLM jet in New York, May 20, bound for London and a tour of the continent. L to r; Elizabeth Powell, Geyer, Morey, Madden & Ballard; Robert Uhl, BBDO; Ann Janowicz, Ogilvy, Benson & Mather; Mrs. Lucy Uhl; Mary Dunlavey, N. W. Ayer; Claude Barrere, RTES; Mrs. Ruth Barrere; Mrs. Helen McDermott; Tom McDermott, N.W. Ayer; Mrs. Theodora Townshend; Channing Hadlock, James Thomas Chirurg Co.; Frank Townshend, Campbell-Ewald; Louis Kennedy, Kenyon & Eckhardt; Mrs. Francine McFarland Liebman, Lennen & Newell, and Henry Liebman, Magnavox representative.

FOR CAMBUC BUFFS ONLY

(If you knows a better 19th 'ole, go to it)

Call it cambuc, bandy-ball, goff. (Folks did, once.)
Call it golf. Now we're communicating.

If you've never broken a hundred, here's a vicarious thrill for you: the solution to this one breaks a hundred all to pieces.

Suppose you have an 18-hole golf course consisting of two nines each with the following: Holes 300, 250, 200, 325, 275, 350, 225, 375 and 400 yards long. If you could always strike the ball in a straight line and send it exactly one of two distances, so that it would go either towards the hole, over it, or into it, what two distances would take you around in the fewest strokes?

Send us the correct solution and we'll (1) send you a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y., (2) tell you WMAL-TV's score in the Washington market.

wmal-tv abc

Channel 7 Washington, D.C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D.C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

MIDAS' GOLDEN RADIO-TV TOUCH

Establishes brand name as product byword in short four years

By casting its lot largely with broadcast advertising, a Chicago automotive parts company has reaped a golden sales harvest and established a brand name in only four short years.

The Midas muffler has emerged as a product byword to thousands of motorists who patronize nearly 350 franchised shops in over 40 states. In an industry long identified with grease and grime, the Midas Div. of International Parts Corp. specializes only in auto exhaust system parts—mufflers and tailpipes installed in just 15 minutes time.

The man with the golden (or Midas) touch is Gordon Sherman, 33-year-old president of Midas and vice president parent IPC. He believes avidly in broadcast advertising. So avidly that in 1960 Midas is allocating 85-90% of its estimated $5 million advertising budget to air media, with growing emphasis on network television.

Modest Beginning ■ Just as Midas started modestly to revolutionize that segment of American business in March 1956, so, too, did it start modestly to advertise.

The media breakdown for Midas by years:

Percentage of advertising budget in national radio (network and spot):

1956—none	1958—75%
1957—50%	1959—60%

Percentage spent on national television (network and spot):

1956—none	1958—none
1957—25%	1959—30%

Percentage spent on national radio-tv (network and spot):

1956—none	1958—75%
1957—75%	1959—90%

This year, with sales mushrooming and a sounder financial structure, Midas already has reversed the 60-30 ratio between radio and tv and is concentrating more heavily on the visual medium. While fall plans have not materialized, through Edward H. Weiss & Co., its agency, Midas is set for co-sponsorship (with Minnesota Mining & Mfg. Co.) of the National Open golf tournament telecast on NBC-TV June 18.

In the waning 1959-60 broadcasting season, Midas currently sponsors *Law of the Plainsman* and *People Are Funny* on NBC-TV (after dropping the same network's *Laramie* earlier this year). It co-sponsored NBC-TV *Jack Paar Special* in April, unveiling its new silent cue-card commercials (BROADCASTING, April 25) and, more recently, *The Derby Review* program before telecast of the Kentucky Derby classic on CBS-TV May 7. Midas also is active in spot tv in about 35 markets, supplementing its network exposure.

Radio has not been abandoned, however. Midas has bought NBC Radio's *News on the Hour* for 10 weeks starting July 4, marking its return to a property it used in the earlier years of its growth. (Another onetime property: *Paul Harvey and the News* on ABC, which accounted for much of Midas' radio budget and success in 1957-59.) Local Midas dealers also buy local advertising on a co-op basis.

Midas' Philosophy ■ Gordon Sherman, an effusive conversationalist with roots in the arts (humanities, music, literature, horticulture), feels strongly that Midas is more "a fact of nature" than its product. The muffler is not an "impulse" item, he claims, and must be merchandised accordingly. He's enthusiastic about tv because it creates "lasting residual impressions."

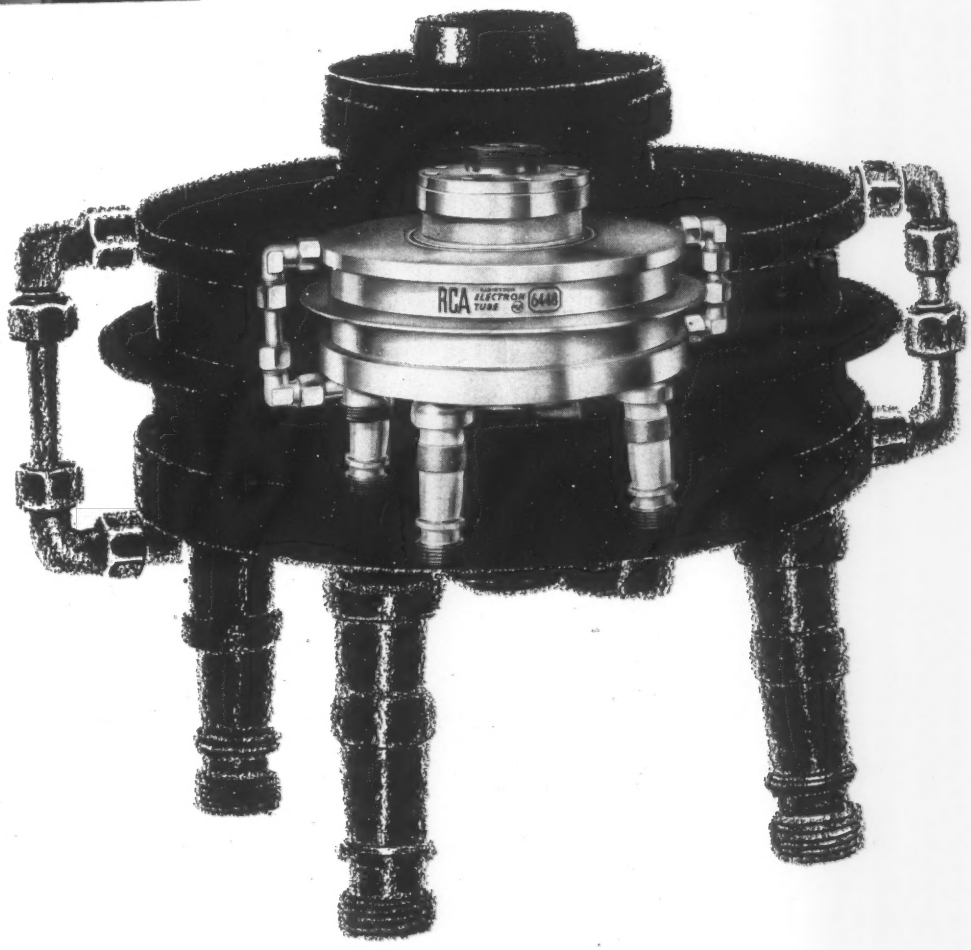
"We use tv to build a solid foundation like the scaffolding of a skyscraper. Then comes radio, the brick-by-brick 'skin' of the building which because of its rapid-repeat possibilities has a tap-them-from-day-to-day effect on the consumer. And so tv brings to our total advertising the lasting, towering dimension while radio gives it substance and immediate effect." About advertising generally: "The justification for advertising begins and ends with its ability to educate the consumer on how best to serve his wants. The perversion of this fundamental justification seems sometimes to lie in the fact that the less useful or valuable a product is in our society the more advertising it receives. "About those 'silent' tv commercials: We are selling silence and so we seek to sell it silently."

Mr. Sherman says he originally started Midas as a means of "mingling the arts with the pursuits of business" and emphasizes the value of human relationships with his dealers. His main objective: not only to build a nationwide chain of shops that would sell only mufflers and tailpipes, but also to make Midas synonymous with mufflers and every shop a part of the community. Within a year he had 121 such shops in operation and the list has grown ever since, with saturation in most major cities.

Screening Process ■ The pattern of screening prospective Midas dealers is a novel one. Mr. Sherman and aides interview each applicant for "charac-

MIDAS' SHERMAN TALKS MUFFLERS WITH JACK PAAR

CHIEF ENGINEER'S REPORT ON RCA-6448



STILL GOING STRONG
AFTER 18,000 HOURS OF DEPENDABLE SERVICE ON CHANNEL 30

Read what Chief Engineer Thomas Doody of Connecticut Television writes about RCA-6448:

"We here at WHNB, Channel 30, would like to report an RCA-6448 with over 18,000 hours on-air—99% of it in the aural power amplifier of our TTU12-A transmitter. We attribute much of the longevity of this and other RCA-6448s to improved tube care, particularly the addition of a new water purification system."

While such long life is exceptional, it points up the high quality and dependability of the RCA-6448. In fact, increasing numbers of broadcasters are finding that proper care of their RCA-6448s pays off in added hours of top performance—frequently well beyond normal tube life expectancy. Result: low "per hour" tube costs, reduced transmitter maintenance.

Get in touch with your RCA Distributor of broadcast tubes for prompt service on all your tube needs. *RCA Electron Tube Division, Harrison, N. J.*

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

fill 'er up

Here's how:
via WNBQ

Here's why:
Women make up
their minds...
and their
shopping lists...
in the morning,
in the pre-
shopping hours.

And more women
watch WNBQ
weekday mornings
(6 am till 12 noon)
than any other
Chicago station.

One more big reason
realistic advertisers
count on WNBQ to
do their selling in
the Chicago market.

WNBQ
NBC Owned
Channel 5 in
Chicago Sold by
NBC Spot Sales

ter, integrity, personality and empathy" with the Midas philosophy of public service-with-profit and turns those approved over to clinical psychologists to ascertain whether "they have that within them that needs Midas." (Dealers must feel independent and secure to best serve the public he feels.) A group of "field counsellors", recruited largely from the teaching and social science ranks, serve as management consultants and provide "the central concept on which we succeed or fail—the extension of our leadership."

Credited for much of Midas' early growth was Bozell & Jacobs. Today at the Weiss agency the general approach to advertising is explained by Ira Herbert, account executive: "Midas sells primarily a service. We try to get across to consumers the idea of implied superiority of product, dignity and prestige in radio and tv commercials." As a result, he points out, Midas has become probably the foremost brand name in mufflers in competition with such firms as AP Parts Corp., Maremont Automotive Products, Rayco Mfg. Co., Walker Mfg. Co. of Wisconsin and Sears, Roebuck, among others. (An agency survey showed that, in Chicago, 50% of motorists interviewed associated mufflers with Midas.)

Midas claims the only franchise-distribution system of its kind anywhere. Shops, clean and free from characteristic grease and clutter, are located strategically so that a motorist is never more than a few minutes away from rectifying a faulty muffler. Each carries a large stock for every make and model car (domestic and foreign) and the muffler and tailpipe costs about $15-20. Each muffler is guaranteed "as long as you own your car." There's a nominal service charge for any replacement during the guarantee period.

While 1960-61 programming plans are still unresolved, "the Midas route is undoubtedly via tv," account executive Herbert feels. With business booming along at a current volume of $40 million, a detour from air media naturally seems unlikely. In any event, Midas confidently expects to add perhaps 100 more shops and hit $50 million this year.

■ Agency app'tments

■ Kudner Agency, N.Y., announces its resignation of the Arnold Bakeries Inc. account; effective Aug. 31. Billing was estimated at $900,000, of which only a modest amount is in spot radio-tv. Arnold named Alston-Smith & Assoc., Greenwich, Conn., as its new agency.

■ Sunkist Growers, L.A., appoints Leo Burnett Co. as agency for its fresh lemon advertising, effective Nov. 1, 1960. Budget, spent largely in print media, is $1.3 million a year. Major portion of the Sunkist advertising, more than $5 million annually, is retained by Foote, Cone & Belding, L.A. Creative work on lemon advertising will be handled at Burnett's headquarters in Chicago, with an account executive assigned to the Los Angeles office.

■ Chicopee Mills Inc., N.Y., Johnson & Johnson Co., appoints Doyle Dane Bernbach, that city, as agency for its baby products division, effective July 1, 1960. Lennen & Newell, New York, currently handles the division. The account which is expected to bill about $700,000 is active in radio-tv spot.

■ Dad's Root Beer Co., Chicago, appoints M.M. Fisher Assoc., that city, to handle advertising for Dad's root beer, Flip, Dad's lemon, lime and grapefruit drinks.

A touch of the button for a statistic right on the nose

Almost anybody can get up market-media reports.

All you do is set aside plenty of time and staff, sharpen pencils and dig in, checking all the classic sources—government agencies, Sales Management, A.C. Nielsen, Publishers Information Bureau indexes, etc. It will take a while and it may keep a squadron busy for weeks with yards of 40-column pads to get the media picture in a given product's distribution areas. But any advertiser or agency can—and many do—compile this by original research. And if you're an agency, you cost-account it as best you can.

A New York tabulating firm doesn't have to make such a project of it, though. Barnard does it at the touch of a button.

Since the computer era began in earnest 15 years ago, Barnard has been collecting statistical data and punching it on cards. Media coverages, population, qualitative factors (income, sex, etc.), sales figures—all available marketing facts are converted to holes in IBM cards as the information is released. By now the marketing library, a collection of more than 2 million cards, has come into such heavy use in advertising that Barnard has set up a new division, MATEC (Media Allocations Through Electronic Computers).

Automatic Advertising ■ If machines could talk, they could tell some interesting competitive stories. Over the years, Barnard not only has provided blue-chip advertisers with market-media data but also has keyed sales figures into "before" campaign plans to provide an "after" picture of what the advertising dollar produced in terms of an advertising-sales ratio. MATEC files would be a formidable challenge, however, to a competitive spy. All client advertising and sales figures are carefully coded so that client identification is known only to Barnard top management.

A typical user is a cigarette company. Some years ago the cigarette's advertising agency got Barnard to run off market and media reports for its sales areas all over the country. They might show population, cigarette sales potential, local radio coverage, local tv coverage, newspaper coverage, national network and/or magazine coverage, total brand sales or any other economic or media information the campaign requires.

As monthly advertising and sales reports come in, columns are added to show separate media allocations alongside product sales and total advertising-sales ratio. The figures are summed up for quarterly and annual reports.

Barnard's president, John P. Duffy, denies that his firm has anything not available to anyone else. "Our only secret is that we have it on punched cards," he explains. With the cards, MATEC is billing between $40,000 and $50,000 a month, a figure Mr. Duffy expects to double this year.

Going National ■ Until lately, the electronic service has been largely a neighborhood monopoly. Now agencies across the country are expressing interest in MATEC and Mr. Duffy, with John Fogarty, director of the electronic library, is preparing an itinerary to sell this service nationally. MATEC is set to become an information nucleus connected with national business by telephone wires.

MATEC can whip out the most complicated report in two days. Simpler ones take less time. The equipment that does the job, machines and 15 years' accumulation of cards, occupies an entire floor at Barnard's headquarters on Park Avenue South in New York City, with some 40 people assigned to the division.

No machine has appeared so far to create an advertising campaign. But MATEC is doing much of the work, giving agencies a billable record and helping the human genius in charge.

"THE SWINGING GENTLEMEN"

The "Swinging Gentlemen" of Channel 98, KFWB, Los Angeles put the meat on the bones of the Southern California rating skeleton. They provide challenging company to nine million radios in KFWB's primary area. These 8 top radio entertainers unfold a glittering swirl of uninhibited radio programs ranging from a dead serious attitude about public service issues to being joyously amusing in a light, warm way. The "Swinging Gentlemen" have great influence on the spending of $24,000,000 a day in retail sales in Southern California. Consider, if you will, that KFWB registers almost double the audience of the second station. Give the credit to the "Swinging Gentlemen" of KFWB and their daily effort to provide a collation of contemporary listeners with a slick sound that pleases the most people.

Look 'em over. Listen to 'em. You'll love 'em.

KFWB channel . 98
6419 Hollywood Boulevard, Hollywood 28, California, HOllywood 3-5151

Robert M. Purcell, General Manager
James F. Simons, General Sales Manager
Represented nationally by **John Blair & Co.**

A SERVICE OF CROWELL-COLLIER BROADCAST DIVISION | Robert M. Purcell, Director

AYER TALKS TOUGH TO REPS

Agency hits rate-cutting, off-card deals; demands equal rates for similar advertisers

N.W. Ayer & Son, one of spot advertising's leading practitioners, laid it on the line last week: It served notice that if stations grant local rates or off-card deals to one advertiser, it will demand that they make the same concessions for any similar clients that Ayer serves.

If necessary, Ayer will put men into the field to deal directly with stations in its effort to enforce the "most-favored nation clause" of the AAAA standard contract form. This could mean by-passing station representatives in the placing of time, although Ayer made plain that it had no desire to see the reps by-passed on their commissions on such sales.

This statement on Ayer policy was expressed by L.D. Farnath, vice president in charge of the media department, at the private luncheon at which Ayer was host to some 75 to 100 station reps in New York last Wednesday (June 1). It had been expected ever since plans for the luncheon session leaked out the week before (BROADCASTING, May 30).

Although the luncheon was closed to newsmen on the grounds that Ayer was seeking serious results and not hunting publicity in its move, details of Mr. Farnath's talk circulated rapidly. He was said to have made these main points, which his audience applauded and in no way challenged:

■ Ayer is seriously concerned about the application, by many stations, of different rates for local and national business. If one national advertiser is granted time at local rates, his competitors are entitled to the same concession.

■ Ayer is not saying that rates should be lower or higher than they are now. It just wants rates uniformly applied so that comparable advertisers pay comparable prices.

Mr. Farnath reportedly acknowledged that Ayer had been embarrassed by some of its own clients' being able —by going direct to stations—to get deals for time at lower rates than the agency itself had negotiated on a rate-card basis. One client was said to have come back with deals representing a 50% saving over what Ayer had bought.

Mr. Farnath was said to have called attention to such practices as those about which both Armour & Co. and Ayer, as its agency, have frequently protested: that Armour dealers pay national rates while local packers get the lower, local rates. As part of the move to stabilize the rate situation, Mr. Farnath also called for a universal set of definitions for local and national rates.

Support Sought ■ The first reaction of reps present at the session was one of endorsement. They observed that Ayer is noted as a "clean" agency where rates are concerned—that it does not seek off-card deals—and many hailed the agency's stand as a contribution to their own efforts to have stations abolish a double standard of rates or at least make and stick to clearly defined distinctions between local and national business.

Mr. Farnath asked and reps agreed to circulate the gist of his speech to their station clients. It applied to both radio and television stations, although it is generally agreed that the local-vs.-national problem is greater in radio.

His talk—the only one at the luncheon—made no reference to special discounts for summer television although Ayer had contributed to a controversy on this score only a few weeks earlier by sending out letters urging reps to consider recommending that summer tv rates be lowered because, according to Ayer and some other agencies, the cost of reaching viewers is higher during the summer. Representatives are on record as opposing any such move on the ground that special summer discounts are unnecessary, unjustified and unfair to cold-remedy, snow-tire and other winter-season advertisers (BROADCASTING, May 23).

Big fm deal

One of fm's largest campaigns —30,000 announcements to be broadcast by 13 stations for a full year at six spots per day per station—got under way June 1 in Southern California.

The advertiser is Lou Von Witte, distributor of Becker am/fm auto radios. The business was placed direct with the stations after negotiating with their association, Fm Broadcasters of Southern California. The advertised product is the Becker am/fm auto radio, which retails for $179.95. Any listener writing or phoning one of the fm stations may obtain a certificate entitling him to an "fm listener bonus" of a $50 reduction in list price.

These certificates will give Becker dealers a means of measuring the effectiveness not only of the fm campaign but also of the individual stations. The dealers will report to FMBSC an exact count of the number of am/fm sets they install in cars each week, which will give the fm broadcasters reliable statistics on the amount of fm listening in autos.

The participating fm stations are: KBBI, KBCA, KCBH, KGLA, KHOF, KMLA and KRHM, all Los Angeles; KUTE Glendale, KDUO and KPLI Riverside, KLGF San Fernando, KFIL Santa Ana, KRCW Santa Barbara.

Y&R 'hires' Univac to lighten paper work

A million-dollar addition to Young & Rubicam's staff begins a first day at work today (June 6).

The added staff help comes from Remington Rand Univac File-Computer Data Automation System—Model 1. As in most automation uses, the Univac is designed to lighten paper work but will not take the place of thinking.

Young & Rubicam, a major agency, claims it's the first in the field to own an "advanced electronic computer system." When the button is pushed today, the automated equipment will begin handling at least 32 accounting operations (formerly processed on tabulating machines) and take a load off the media department in estimating and preparing the orders needed in the routine of time and space buying.

When Univac gets used to Y&R and vice-versa, the automation system may be applied to broader and more high-level projects such as the processing of research data and the compiling of complex marketing information.

New Home ■ The new staffer, "hired" at the cost of nearly $1 million including installation, will be housed in a specially constructed room on the 11th floor of Y&R's accounting department at 2 Park Ave., in New York.

The Univac in accounting operations will be of use, for example, in the billing and paying aspects of radio and television production. In media computation, the automated system can find the cost of a proposed campaign by sifting through its store of information and selecting stations' rates, adjusting these figures according to the client's contract rate, applying appropriate discounts while including the computation for agency commission.

The final figure for each schedule in a campaign can be obtained in minutes, the contract forms prepared by a high-speed printing unit.

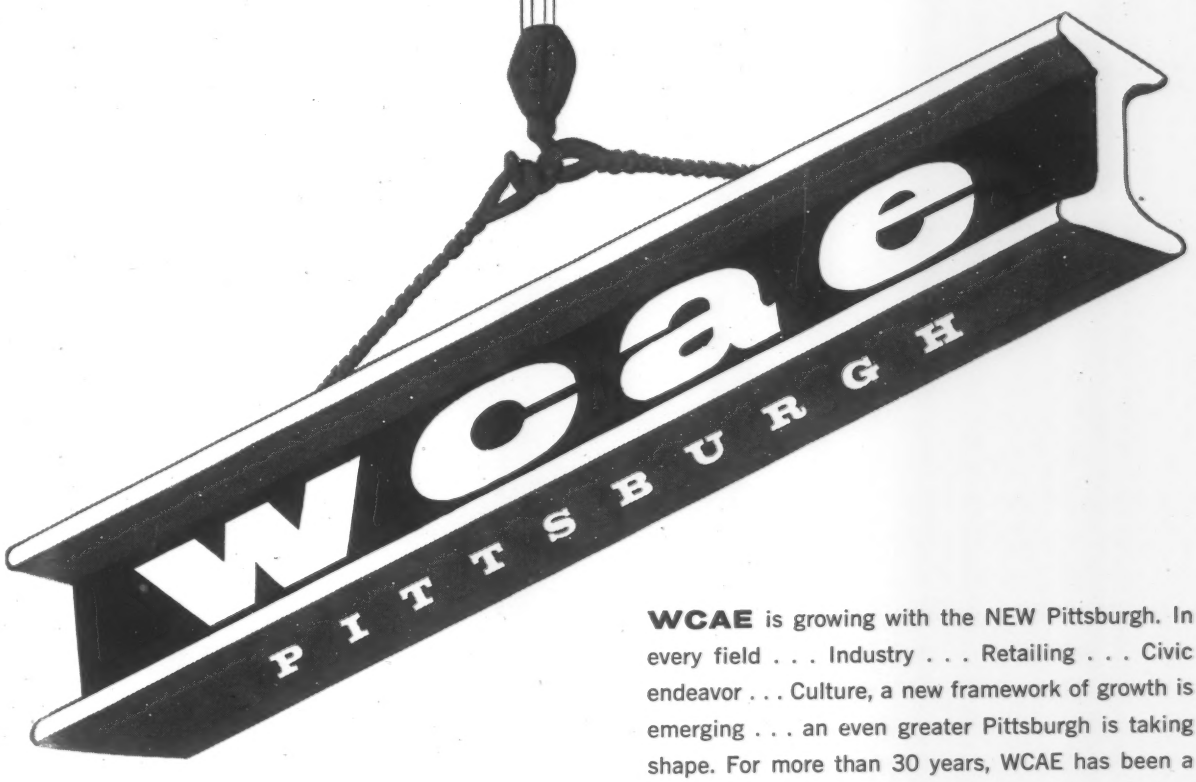
Effective Immediately!

wcae announces the appointment

of the

DAREN F. McGAVREN CO., INC. as

National Representatives



WCAE is growing with the NEW Pittsburgh. In every field . . . Industry . . . Retailing . . . Civic endeavor . . . Culture, a new framework of growth is emerging . . . an even greater Pittsburgh is taking shape. For more than 30 years, WCAE has been a vital part of that growth.

The new program format at WCAE, encompassing many new program ideas, fits that pattern. More and more listeners are tuning to WCAE for leading personalities . . . the best music . . . tops in news and exciting entertainment. A greater WCAE in a greater Pittsburgh.

5000 WATTS

The
Quality
Station

RADIO-TV'S WORLD MARKET

Its problems, potential noted at IAA congress

The International Advertising Assn. is notifying Cuba of its concern over "suppression" of free broadcasting and publishing. A strongly worded resolution was read at last week's 12th Annual International Advertising Congress in New York. This week the IAA board will act upon it and send it along.

More than 500 admen from several continents heard the protest June 1 at the opening luncheon of a three-day meeting. The resolution condemned intervention in operation of the CMQ television and radio properties and pointed out that operator Goar Mestre was the first recipient of the association's International Advertising Man of the Year award in 1951. IAA said it would "continue to use all of its moral powers in behalf of maintaining the freedom of the press and other media so that the free exchange of ideas and goods and services can continue throughout the world."

The 1960 Man of the Year award was presented to Shirley Woodell, who recently was a J. Walter Thompson vice president who is now living in Chapel Hill, N.C., and lecturing at the U. of North Carolina. Mr. Woodell was first president of the World Advertising Organization in 1938.

Appearing on the opening-day platform alongside major international advertisers, former NBC Board Chairman Sylvester Weaver, now chairman of McCann-Erickson Corp. (International), said television has a big role in raising world standards, along with modern marketing. "We pretend to laugh at cultural things in America," he said, "and yet we got 30 million people to watch the Royal Ballet for an hour and a half; and since, even bigger audiences have been gained for non-fiction, for cultural coverage, for the classics." Such a communication gain leads to understanding. Proper use of television, along with common trademark brands and common selling methods will bring worldwide gains, the M-E International chief said.

Arthur Nielsen Jr., president of A.C. Nielsen Co., Chicago, told how television solved a marketing problem in Germany. Mr. Nielsen said a manufacturer successfully introduced a new package size in large stores of a German metropolitan market but found slower acceptance by rural and small stores. The Nielsen client supplemented distribution promotion with a strong television campaign which jacked up his distribution immediately. "Subsequent experiments with tv in this area demonstrated that it was an extremely effective medium in holding both distribution and share, even with substantially reduced in-store promotion," Mr. Nielsen told the IAA. After this experience, the manufacturer reallocated some of his budget from in-store to tv and has successfully completed national distribution of the new package size, the researcher said.

Ray W. MacDonald, vice president of the Burroughs Corp. International Division and keynoter of the World Ad Congress, said the free world outside the U.S. and Canada is a market as large as these two countries combined, that it is growing 50-100% faster and has a potential 10 times as large. The U.S., he said, has 9% of the world's 180 million people and 50-54% of the productive capacity for goods and services.

Chairman of the 1960 IAA Congress was Allen Reffler of *Life* International. Deputy chairmen were Sylvan M. Barnet Jr. of Barnet & Reef Assoc., advertising agency, and C.V. Pickering Jr. of Union Carbide International Co. Robert T. Lund, publisher of *Printers' Ink*, served as program chairman.

Paris in Hollywood ■ A one-minute commercial with a piquant French accent was produced at the Revue Studios in Hollywood, spotlighting the Renault Dauphine. It will be shown on CBS-TV's *Markham* program on June 30 (9:30-10 p.m.). For such a Gallic client as the Renault Dauphine, the agency (Kudner Adv.) and the film producer (Elliot, Unger & Elliot) created some realistic continental scenes: cobblestone streets, a besmocked Frenchman on bicycle carrying a loaf of bread, a European archway, a water-splashing fountain, and actor Ray Milland, intoning in an Anglo-French accent "Tres smart . . . that's the Dauphine. And wonderfully economical. *Vive la France. Vive la Dauphine.*" P.S. The commercial is so "Frenchy" in flavor . . . but note the California license plate. A Kudner spokesman said the commercial was shown several months ago and viewers took it in stride.

$100,000 weekly for N.Y. Coke drive

Coca-Cola Bottling Co. of New York will uncap a $100,000 weekly advertising campaign on June 27 to introduce King-Size Coca-Cola in the New York area. Radio and tv will split two-thirds of the ad budget, with radio getting a slightly heavier share than tv, according to the client's agency, McCann-Marschalk Co. The remaining third will go to newspapers.

The new 12-ounce bottle of Coca-Cola has been placed in some 400 markets, with New York the last major market on the list, an agency spokesman said last Thursday (June 2). He added that the New York bottling plant's ad expenditures reached similar proportions in 1956 when the 24-ounce Family-Size bottle was introduced.

SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central Surveys Study (Feb. 1960) Ask Katz for the facts

Most Watched Station . . . KRNT-TV!

Most Believable Personalities . . . KRNT-TV!

Most Believable Station . . . KRNT-TV!

Most People Would Prefer KRNT-TV Personalities As Neighbors!

Most People Vote KRNT-TV
The Station Doing the Most to Promote Worthwhile Public Service Projects!

Nielsen (Feb. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB (Mar. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz about Central Iowa Advertisers

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV
DES MOINES
A COWLES STATION

STOP

WGN WINS AGAIN!

For two years in a row, radio station WGN, Chicago, has won the coveted Alfred P. Sloan Award for distinguished public service in highway safety. The citation reads as follows:

"WGN Radio in 1959 virtually doubled the traffic safety programming that earned the station a Sloan Award last year.

"Notable were its Signal 10 program which imaginatively attacked the problem of traffic law enforcement in a two-state area; a safety slogan contest that drew more than 10,000 entries; its frequent Trafficopter reports, daily providing helpful services to motorists and effectively tied in with instructive safety facts; and, in addition, a heavy volume of safety spots and announcements.

"WGN's Safety Crusade doubtless has been an important factor in the recent improvement of Chicago's traffic accident record."

WGN RADIO CHICAGO

First in Service

TV'S 1ST QUARTER GROSS BILLINGS

(Network tv advertiser spending as released Friday by TvB, compiled by LNA-BAR)

Estimated Expenditures of Network Television Advertisers By Product Classification

	March 1960	Jan.-Mar. 1960	Jan.-Mar. 1959
Agriculture & farming	$ 211,481	$ 557,211	$ 482,984
Apparel, footwear & accessories	659,455	1,306,430	1,025,123
Automotive, automotive accessories & equipment	4,706,807	13,625,480	11,525,104
Beer, wine	763,080	2,227,144	1,230,584
Building materials, equipment & fixtures	252,652	509,543	794,119
Confectionery & soft drinks	1,536,895	4,728,301	3,584,639
Consumer services	356,710	1,251,566	1,072,116
Drugs & remedies	7,602,442	23,450,652	19,514,590
Food & food products	10,059,547	30,048,729	30,969,922
Freight, industrial & agricultural development	79,240	193,240	76,843
Gasoline, lubricants & other fuels	1,378,198	4,134,698	700,008
Horticulture	22,547	97,897	38,788
Household equipment & supplies	2,019,349	5,876,509	6,592,822
Household furnishings	834,425	1,610,656	785,660
Industrial materials	1,820,544	5,822,926	5,642,238
Insurance	908,726	2,755,651	2,670,688
Jewelry, optical goods & cameras	915,793	2,459,742	2,003,205
Office equipment, stationery & writing supplies	171,299	707,007	1,124,292
Publishing & media	.....	7,314	.....
Radio, tv sets, phonographs, musical instruments, accessories	341,241	1,048,900	1,594,072
Smoking materials	6,426,847	19,855,269	19,901,263
Soaps, cleansers & polishes	6,419,088	17,936,562	16,997,191
Sporting goods & toys	258,099	610,275	605,402
Toiletries & toilet goods	9,783,053	28,085,438	25,186,452
Travel, hotels & resorts	186,749	496,021	471,463
Miscellaneous	832,050	2,439,414	1,929,860
Total	$58,546,317	$171,842,575	$156,519,428

Top 15 Network Brand Advertisers

March 1960

1. Dristan	$903,739
2. Anacin	860,934
3. Bayer aspirin	680,222
4. Phillies cigars	605,615
5. Texaco	595,247
6. Winston cigarettes	563,246
7. Tide	559,196
8. Colgate dental cream	549,336
9. Chesterfield cigarettes	495,389
10. Gleem toothpaste	482,020
11. One-A-Day Vitamin tablets	469,952
12. Pall Mall cigarettes	446,260
13. Viceroy cigarettes	422,342
14. Bufferin	413,475
15. Kent cigarettes	402,455

Top 15 Network Company Advertisers

March 1960

1. Procter & Gamble	$4,346,236
2. American Home Products	3,020,202
3. Lever Brothers	2,599,425
4. Colgate-Palmolive	1,943,119
5. General Motors	1,845,204
6. General Foods	1,647,339
7. Sterling Drug	1,505,569
8. Ford Motor	1,333,199
9. R. J. Reynolds	1,276,147
10. Kellogg	1,081,848
11. Texaco	1,062,940
12. Chrysler	1,059,490
13. Brown & Williamson	994,978
14. General Mills	983,616
15. Gillette	899,831

Top 25 Network Brand Advertisers

First Quarter 1960

1. Dristan	$2,572,758
2. Anacin	2,551,128
3. Phillies cigars	2,067,112
4. Bayer aspirin	1,930,483
5. Winston cigarettes	1,601,206
6. Pall Mall cigarettes	1,568,582
7. Colgate dental cream	1,535,428
8. Chesterfield cigarettes	1,510,480
9. Tide	1,494,929
10. Kent cigarettes	1,390,723
11. L&M cigarettes	1,387,881
12. Texaco	1,374,052
13. One-A-Day Vitamin	1,329,067
14. Bufferin	1,240,095
15. Viceroy cigarettes	1,197,447
16. Gleem toothpaste	1,185,774
17. Chevrolet	1,175,779
18. Phillips Milk of Magnesia	1,082,178
19. Oldsmobile	1,072,042
20. Listerine Antiseptic	1,061,634
21. Salem cigarettes	1,053,228
22. Plymouth	1,050,442
23. Crest toothpaste	1,030,791
24. Marlboro cigarettes	1,028,063
25. Gillette razors and blades	1,022,187

Top 25 Network Company Advertisers

First Quarter 1960

1. Procter & Gamble	$11,638,542
2. American Home Products	8,682,839
3. Lever Brothers	7,597,976
4. General Motors	5,844,404
5. Colgate-Palmolive	5,806,258
6. General Foods	5,104,698
7. Sterling Drug	4,339,769
8. R. J. Reynolds	3,541,857
9. Ford Motor	3,452,881
10. General Mills	3,294,993
11. Kellogg	3,146,226
12. Liggett & Myers	3,114,851
13. Chrysler	3,040,400
14. Texaco	2,959,160
15. Gillette	2,899,688
16. Brown & Williamson	2,886,182
17. American Tobacco	2,608,830
18. Bristol-Myers	2,586,715
19. Philip Morris	2,528,593
20. National Biscuit	2,496,876
21. Miles Laboratories	2,346,659
22. National Dairy Products	2,178,588
23. Bayuk Cigars	2,086,933
24. Pharmaceuticals	2,077,911
25. P. Lorillard Co.	2,043,600

AAAA'S CRUSADE
Calls for good taste as well as ad truth

Augmenting efforts of the Better Business Bureaus to work with advertisers, agencies and media to maintain truth in advertising, the American Assn. of Advertising Agencies is launching a drive to maintain good taste in advertising as well.

The new plan is essentially an extension of the interchange plan operated by AAAA nationally. Frederic R. Gamble, AAAA president, discussed the plan with the Southern California Council of AAAA, as well as with many of its 74-member agencies, Tuesday (May 31) in Los Angeles.

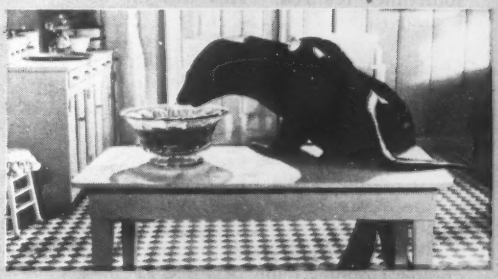
Under the interchange plan, media, advertisers or agencies can submit complaints about advertising they consider objectionable to the AAAA Interchange Committee, which reviews the advertising. If the committee agrees it is objectionable, the agency responsible for placing the advertising, and presumably for producing it as well, is notified and is expected to take corrective measures. If it does not, the committee reports the case to the AAAA Board of Governors.

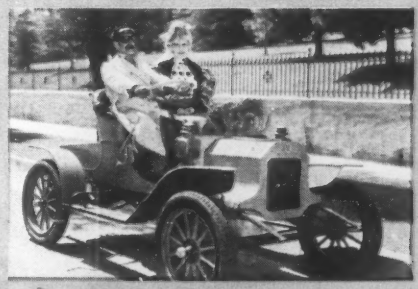
This system has worked so well on a national basis that the AAAA board unanimously agreed to try it on a local basis, Mr. Gamble said. The AAAA local councils in some 20 cities have been asked to confer with advertising organizations and with media in their areas, as well as with the Better Business Bureaus, to put it into effect. Beginnings have been made in more than a dozen cities already, he said.

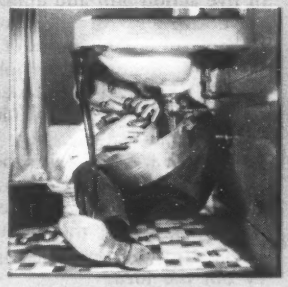
Unlike the government, which can use force to insure truth in advertising, or the BBB, which "can get pretty forceful at times, itself," Mr. Gamble noted that in matters of taste, "persuasion is our only tool." No agency, no advertiser, no advertising club or organization can tell any advertiser not to use any medium without being guilty of illegal restraint of trade, he stated. He commented that "this would be regulation by elected representatives in industry and there's no difference between this and regulation by elected representatives in government.

"We must feel our way along carefully, thoughtfully and soberly" in any efforts to improve taste in advertising, he said, pointing out that taste is a less tangible thing, more subject to individual variations of interpretation, than truth. To aid the local groups in the various communities with the task, the AAAA Interchange Committee will process complaints submitted about local and regional ads so far as they are able.

101 HUNKS OF FUN!







MGM-TV *now offers* THE BEST OF PETE SMITH

Fun for everyone with Pete Smith! The whole family will want to tune in on these comedy treats which will build HILARIOUS HI RATINGS for your station any hour of the day or night.

We've selected 101 of Pete Smith's very best specialties for perfect programming as a ¼ hour show across the board or integrated into a pep-up comedy hour... or spotted ahead or after a feature film.

Hurry and get full information while your market is still open.

P.S. (*Programming Suggestion*)
Don't forget the 135 great M-G-M cartoons are still available first-run in a number of markets.

Wire,
write or phone
MGM-TV
1540 Broadway
New York 36, N. Y.
JUdson 2-2000

TV AD COSTS
Burnett's S.H. White tells how to trim them

How do production costs of tv commercials get out of control?

In many ways, but the responsibility lies with the agency producer, who "is a much more important cog than is sometimes realized." This was the assertion last week of S. Hooper White, New York manager, tv commercial production, Leo Burnett Co. He added, "your control of production costs in television commercials is no better than the creative ability of the agency producer involved."

Mr. White spoke Thursday (June 2) at the Assn. of National Advertisers' workshop on advertising administration and financial control at the Westchester Country Club, Rye, N.Y.

The reason why a $6,000 commercial may finally cost as much as $10,000, Mr. White said, "usually can be traced to lack of understanding and proper communication between many people. Perhaps when the agency producer said 'we'll have music in the sound track,' he meant existing library music, while the client thought of new, original music involving composition scoring, recording session and payments to individual musicians. This misunderstanding alone could cost $3,000."

Counting the Cost ■ Mr. White suggested that the client participate "early" in the production. "A client should have an idea thoroughly explained to him, with the intent of the commercial completely agreed upon."

Mr. White gave a series of "checkpoint questions which must be satisfactorily answered every time a commercial or a commercial series is planned for production." He said each question must be answered "yes" for success. His list:

(1) First and last, is the idea a good one for selling my product? Does it sell with believability? Will they want to have my product around the home next year, too, because of this commercial idea?

(2) Are we allowing enough pre-production planning time? Are the right people present at the meeting?

(3) Should the commercial be done in animation, in live action, on film or video tape? Should it combine elements of live action film and animation? Have we decided to use the best production methods or combinations of methods for the most effectve selling job?

(4) Have we agreed to allow enough time to successfully produce the commercial material?

(5) Will its eventual production cost be in line with the general television budget, including media costs?

(6) Do I trust the ability and competence of the people assigned to carry out the idea?

(7) Will I be wise enough to not only make suggestions but to listen to the other experts involved?

(8) And to repeat the first question which must be answered: Is the idea a good one for selling my product? This is not a silk-purse-from-a-sow's-ear business.

Big Bud buy

Anheuser-Busch, St. Louis, will sponsor *The Third Man*, NTA half-hour series starring Michael Rennie, for Budweiser beer, in one of the largest sales in the history of television film syndication (AT DEADLINE, May 30). The contract gives the brewer the program for the entire country except for New York. It is expected that Budweiser will sponsor the program in more than 100 markets. It will be made available to other advertisers for co-sponsorship in some market and in others on an alternate week basis. Harry Cheeley, president of D'Arcy Adv. Co., St. Louis, Budweiser agency, said 41 different program series were screened before *The Third Man* was picked. The 39 episodes have all been filmed, partly here, partly abroad, with a total production budget of $2 million.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week May 26-June 1 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 26	Untouchables (9:30 p.m.)	ABC-TV	21.7
Fri., May 27	The Detectives (10 p.m.)	ABC-TV	23.2
Sat., May 28	Gunsmoke (10 p.m.)	CBS-TV	27.3
Sun., May 29	What's My Line (10:30 p.m.)	CBS-TV	21.8
Mon., May 30	Danny Thomas (9 p.m.)	CBS-TV	22.2
Tue., May 31	Garry Moore (10 p.m.)	CBS-TV	21.8
Wed., June 1	U. S. Steel Hour (10 p.m.)	CBS-TV	20.2

Copyright 1960 American Research Bureau

Grant adds more

Grant Adv., New York, has added three accounts and two more executives in latest move of aggressive recovery drive. Accounts are Delka Research Corp., (Armor-Cote chemical coating being readied for market), Ridgewood, N.J., expected to bill $2 million; Lovable Brassiere Co. of Atlanta, Ga., to bill $400,000, formerly with Cohen, Dowd & Aleshire, and Joseph H. Meyer Bros. (Richelieu Pearls), Brooklyn, N.Y., billing $100,000, also moving from Cohen, Dowd & Aleshire.

New executives are Michael A. Raymond, senior vice president of Cohen, Dowd & Aleshire, who becomes senior vice president and group supervisor of Grant, and Marion Mac Donald, senior tv-print writer, Dancer, Fitzgerald & Sample, who goes to Grant as copy group head, package goods. Additions come on heels of company's transfer of domestic headquarters to New York under President Elliott Plowe (BROADCASTING, May 30) and other business acquisitions, including Fiat car account. Agency expects to recoup winter's $17 million Dodge loss by fall this year.

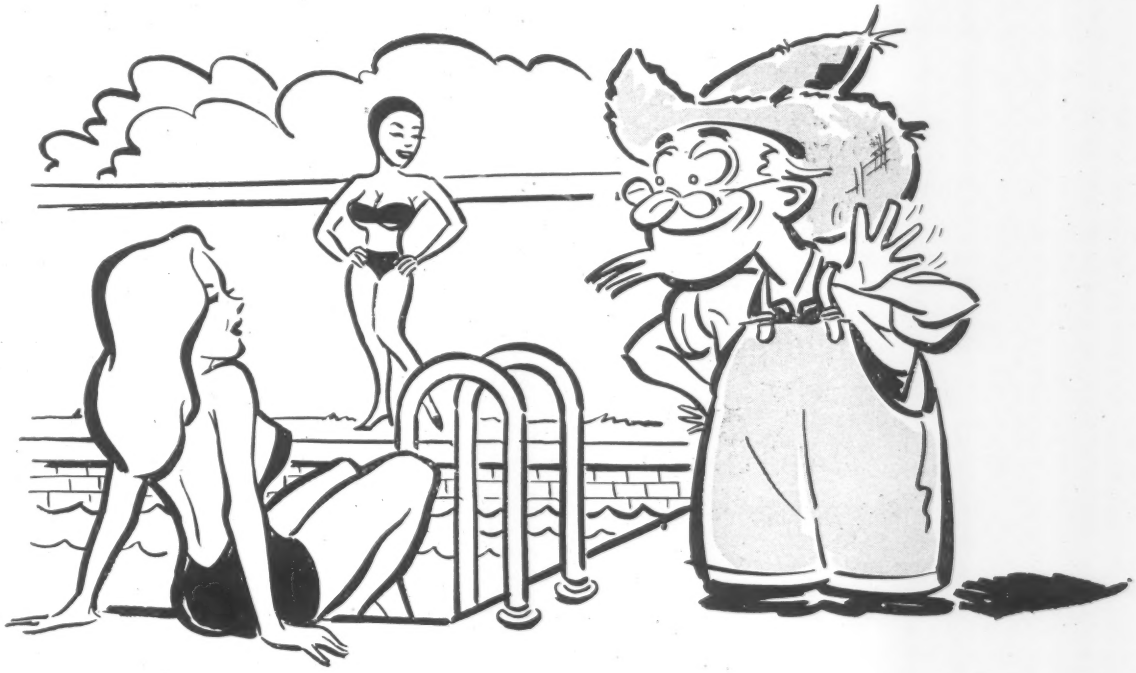
■ Business briefly

Taking a ride ■ Oldsmobile Div., General Motors Corp., has picked up alternate-hour sponsorship of NBC-TV's *Michael Shayne*, new mystery-detective series scheduled for the 1960-61 season (Fri. 10-11 p.m. NYT). Pittsburgh Plate Glass was previously signed for alternate thirds of the Richard Denning starrer. Agency: D.P. Brother & Co., Detroit.

Dramas booked ■ John H. Breck Inc. (hair and scalp preparations), Springfield, Mass., has purchased one-half sponsorship of *All-Family Classics*, a series of six two-hour dramatic specials based on some of the world's greatest novels, to be presented next season on CBS-TV. The series will be produced by David Susskind for Talent Associates Ltd., in association with CBS-TV. Each program will be broadcast in two installments of one hour each, from 7:30 to 8:30 p.m. on successive nights. Two are slated this fall and four after Jan. 1. Agency: Reach, McClinton & Co., Boston.

Campaign afloat ■ The Charles E. Hires Co., Phila., is promoting the hot weather compatability of Hires root beer and ice cream when mixed into a root beer "float." To accomplish this the company will use some $250,000 worth of print, tv, radio, outdoor and transit advertising, built primarily

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

around local media. The campaign will be supported by local franchised bottlers and will seek tie-in support from supermarkets, dairy companies, chain store fountain operations, etc. Self-liquidating premiums such as ice cream scoops and root beer steins will be available in many markets.

■ Also in advertising

Hands across the sea ■ Mogul Williams & Saylor, N.Y., last week announced its expansion into the International advertising field through an extension of its affiliation with Dudley Turner & Vincent (Overseas) Ltd. of London to include an association with Publivinco (Europe) Societe Anonyme, network of 54 agencies in 40 countries. MW&S has been associated with Dudley Turner & Vincent since 1955. DT&V was a prime mover in the development and recent incorporation of Publivinco.

Chun King prize ■ J.W. Abernethy, merchandising director of KFSD-TV San Diego, won for his station first prize in a nationwide contest for tv stations sponsored by Chun King Foods and its agency, BBDO Minneapolis. A plaque and a camera were given the KFSD-TV merchandising department and a polaroid camera was given Mr. Abernethy in recognition of his campaign on behalf of the company.

New quarters ■ On June 30, Botsford, Constantine & Gardner will move from 115 SW 4th Ave., Portland, Ore., where it has been located for 40 years, to the fifth floor of the newly constructed wing of the First National Bank Bldg., 400 SW 6th Ave. Some 4,200 square feet of space has been acquired under a long-term lease.

THE MEDIA

TV IS NOW IN 87% OF U.S. HOMES

Nielsen figures show year's increase of 1.2 million

Television homes in continental U.S. increased 1.2 million between Spring 1959 and January 1960, reaching a total of 45.2 million representing 87% of U.S. homes.

Latest estimates are being released today (June 6) by A.C. Nielsen Co., with breakdowns by state and region. County-by-county figures will be made available in mid-July.

Canadian television homes totaled 3,423,410 or 80% of all Canadian homes as of January 1960, according to the Nielsen estimates. Breakdowns for eight of the nine provinces also are provided, Newfoundland data (as well as county figures for the other provinces) to be available later. No figures are available to permit comparisons with 1959.

In continental U.S. highest tv penetration is still in the Northeast (92% as against 91% in early 1959). One other region, the North Central, has reached the 90% level (89% a year ago). The South is up from 78% to 80% and the West from 85% to 86%. The new penetration figures take into account the growth in total homes as well as the rise in television homes.

The latest ACN regional and state estimates are reprinted below with comparable figures as of Spring 1959. The January 1960 estimates for Canada and breakdowns for eight of its provinces also are reproduced. The U.S. total-homes figures are from "Sales Management"; television-homes estimates were derived by ACN by application of growth rates and of television ownership penetration patterns. Data for both total homes and tv homes in Canada were compiled by A.C. Nielsen Co. of Canada Ltd.

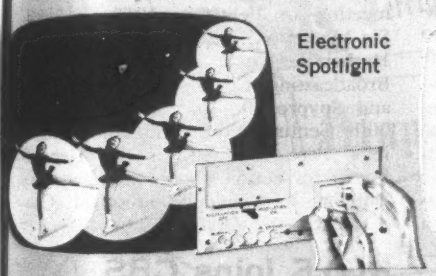
	JANUARY 1960			SPRING 1959		
	Total Homes	Television Homes		Total Homes	Television Homes	
TOTAL U.S.	**52,000,000**	**45,200,000**	**87%**	**51,350,000**	**44,000,000**	**86%**
NORTH EAST	13,057,000	12,043,800	92	12,978,300	11,851,960	91
New England	2,951,800	2,725,060	92	2,933,500	2,682,020	91
Connecticut	707,700	655,550	93	699,900	642,330	92
Maine	260,900	234,580	90	259,300	230,540	89
Massachusetts	1,461,700	1,358,160	93	1,455,600	1,339,770	92
New Hampshire	168,200	153,320	91	166,800	150,420	90
Rhode Island	249,800	232,810	93	246,900	228,150	92
Vermont	103,500	90,640	88	105,000	90,810	86
Middle Atlantic	10,105,200	9,318,740	92	10,044,800	9,169,940	91
New Jersey	1,751,500	1,628,530	93	1,723,600	1,587,620	92
New York	5,084,000	4,694,940	92	5,079,900	4,643,920	91
Pennsylvania	3,269,700	2,995,270	92	3,241,300	2,938,400	91
NORTH CENTRAL	15,611,500	14,061,900	90	15,367,200	13,690,930	89
East North Central	10,917,100	10,032,610	92	10,725,300	9,764,150	91
Illinois	3,106,600	2,848,170	92	3,040,500	2,760,050	91
Indiana	1,424,200	1,297,250	91	1,401,700	1,263,900	90
Michigan	2,336,700	2,151,580	92	2,296,400	2,095,690	91
Ohio	2,898,200	2,700,660	93	2,851,800	2,635,890	92
Wisconsin	1,151,400	1,034,950	90	1,134,900	1,008,620	89
West North Central	4,694,400	4,029,290	86	4,641,900	3,926,780	85
Iowa	859,800	775,950	90	843,200	753,940	89
Kansas	675,300	557,660	83	678,100	549,630	81
Minnesota	974,300	847,360	87	967,900	830,820	86
Missouri	1,373,300	1,215,750	89	1,342,300	1,175,110	88
Nebraska	443,000	372,520	84	437,700	362,120	83
North Dakota	170,600	124,890	73	172,500	122,410	71
South Dakota	198,100	135,160	68	200,200	132,750	66
SOUTH	14,968,000	11,908,440	80	14,684,300	11,425,320	78
South Atlantic	6,971,300	5,700,400	82	6,792,100	5,441,210	80
Delaware	126,900	116,850	92	128,700	117,290	91
Dist. of Columbia	243,500	223,900	92	241,600	219,640	91
Florida	1,448,500	1,177,440	81	1,344,700	1,074,160	80
Georgia	1,024,400	809,900	79	1,011,600	780,990	77
Maryland	865,600	776,940	90	845,900	748,920	89
North Carolina	1,115,400	877,480	79	1,107,200	850,300	77
South Carolina	594,900	459,800	77	583,700	438,780	75
Virginia	1,039,500	854,550	82	1,016,400	816,240	80
West Virginia	512,600	403,540	79	512,300	394,890	77
East South Central	3,188,300	2,366,000	74	3,149,400	2,274,480	72
Alabama	838,600	638,230	76	831,700	616,560	74
Kentucky	831,100	622,170	75	824,000	603,010	73
Mississippi	555,700	354,310	64	557,600	339,340	61
Tennessee	962,900	751,290	78	936,100	715,570	76
West South Central	4,808,400	3,842,040	80	4,742,800	3,709,630	78
Arkansas	482,100	344,100	71	485,800	337,020	69
Louisiana	855,800	676,420	79	855,500	661,600	77
Oklahoma	679,700	556,310	82	678,400	545,010	80
Texas	2,790,800	2,265,210	81	2,723,100	2,166,000	80
WEST	8,363,500	7,185,860	86	8,320,200	7,031,790	85
Mountain	1,946,600	1,528,330	79	1,904,200	1,456,380	76
Arizona	357,200	297,940	83	331,900	270,070	81
Colorado	514,600	425,520	83	511,900	412,690	81
Idaho	185,600	142,100	77	184,300	137,360	75

Table continues on page 54

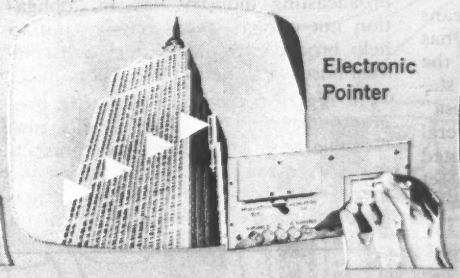
NEW
"Joy Stick"
Positioner

Insert May Be Placed At Any Position On Raster

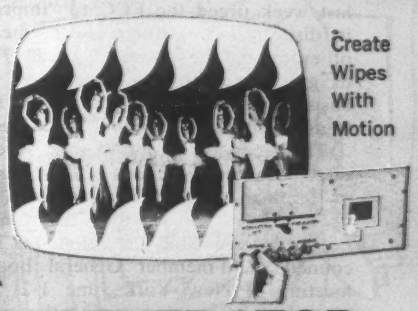
Model 491-A1



Electronic Spotlight



Electronic Pointer



Create Wipes With Motion

TELECHROME SPECIAL EFFECTS GENERATOR

with Exclusive "JOY STICK" POSITIONER

First, Telechrome provided broadcasters with a vastly improved system for producing a wider variety of dramatic wipes, inserts, keying and other special effects. Now, Telechrome engineering introduces the "Joy Stick" Positioner. This makes it possible to create many hundreds more effects and to move wipes, inserts, keying or other special effects to any place on the TV screen. The effects are startling! A new era in program creativity begins now! Ask to see the "Joy Stick" Positioner demonstrated, today!

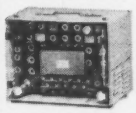
Write, Wire, Phone for Literature

COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MANUFACTURING CORP.

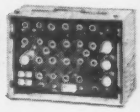
AT THE FRONTIERS OF ELECTRONICS

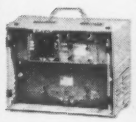
TELECHROME MANUFACTURING CORP.
28 RANICK DRIVE • AMITYVILLE, N. Y.
Lincoln 1-3600
Cable Address: COLORTV
TWX: AMITYVILLE NY2314



490WA1 Waveform generator. Generates keying signals for the 72 different wipes.

490SA1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.





490RA1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply—512CR1

Available Portable or Rack Mounted

WESTERN ENGINEERING DIVISION • 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
MIDWESTERN ENGINEERING DIVISION • 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
SOUTHWESTERN ENGINEERING DIVISION • 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

Continued from page 52

	JANUARY 1960			SPRING 1959		
	Total Homes	Television Homes		Total Homes	Television Homes	
TOTAL U.S.	52,000,000	45,200,000	87%	51,350,000	44,000,000	86%
WEST (Cont.)						
Montana	213,900	137,040	64	212,100	131,280	62
Nevada	89,600	69,040	77	88,400	66,400	75
New Mexico	245,900	182,150	74	234,100	168,790	72
Utah	243,500	216,060	89	241,500	211,830	88
Wyoming	96,300	58,480	61	100,000	57,960	58
PACIFIC	6,416,900	5,657,530	88	6,416,000	5,575,410	87
California	4,901,300	4,401,480	90	4,929,000	4,368,640	89
Oregon	588,500	466,920	79	579,800	449,580	78
Washington	927,100	789,130	85	907,200	757,190	83

Canada—January 1960

	Total Homes	Television Homes*	
CANADA (9 Provinces)†	4,266,800	3,423,410	80%
Maritimes	319,000	228,930	72
Prince Edward Island	23,200	14,390	62
Nova Scotia	165,700	129,980	78
New Brunswick	130,100	84,560	65
Quebec	1,123,000	983,130	88
Ontario	1,547,700	1,336,930	86
Prairie Provinces	810,700	536,860	66
Manitoba	230,800	159,610	69
Saskatchewan	243,300	148,000	61
Alberta	336,600	229,250	68
British Columbia	446,400	337,560	72

* Includes TV homes for counties with less than 10% ownership.
† Newfoundland available at later date.

CHURCHMEN & FCC
They tell commission 'improve enforcement'

The National Council of Churches last week urged the FCC to "improve its disposition to enforce and its means of enforcing the power it already has to grant or withhold licenses on the basis of demonstrated readiness of stations to operate in the public interest."

The recommendation, among several directed at the FCC, was incorporated in the final report of a commission set up two years ago to study the role of radio, tv and films in religion. The council's 250-member General Board, meeting in New York June 1-2, approved at its opening session the commission's 4,500-word statement, which now goes to the council's 33 affiliated denominations for their study and comment.

In a declaration of purpose the council's General Board affirmed that the "Task of the churches is not limited to the expression of concern over specific mass media programs that are harmful. It is certainly not to attempt over-all censorship. It is rather to take positive steps to help like-minded persons and groups to be wise stewards for the public good of those intruments which God has made available."

Legal Mandate ■ The council called on the churches to "speak representatively to the FCC and to Congress and to urge the FCC to fulfill its legal mandate to supervise and regulate," noting that testimony given before the FCC by the national council staff last December was an instance of this principle in operation.

The council would encourage the FCC to set up local boards of review and to hold public hearings at the local level to evaluate the performance of radio and tv stations in cases where questions have been raised as to their operation in the public interest." The broadcasting industry has an "obligation not only to avoid offense, but to help broaden the intellectual and spiritual horizons," the statement continued.

In regard to specific matters in programming, the industry should also "assume more responsibility in presenting a wide range of viewpoints on the paramount issues of peace, disarmament, nuclear fission, and even on issues that are unpopular with the government, the industry and the churches," the council stated.

Warning on Methods ■ "Managerial, sales and programming personnel of the broadcasting industry should be involved in face-to-face communication within the life of the church and community, while the churches should constantly analyze, discuss and assess, "the document stressed. The study document warned, however, against a tendency "often observed," of making superficial, intolerant and dogmatic group judgements of films, tv and radio programs and of enforcing those judgments by authoritarian methods. Other recommendations included: Basic research on the relation of the churches to the broadcasting industry; more assistance by national church agencies in communication training; development of imaginative, highly trained and theologically sensitive producers, technicians and artists, and re-examination by the denominations and the national council itself of their present work in the mass media" toward the end that these instrumentalities will become agents of the total mission of the church in the modern world."

Participants in the study commission, appointed by the General Board in its meeting in February 1958, included Sig Mickelson, president of CBS News; Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, Ohio, and Spypros P. Skouras, president of 20th Century Fox. The group's findings were reported to the General Board for action by its chairman, Dr. Wilbour E. Saunders, president, Colgate-Rochester Divinity School.

Good start

KAPE San Antonio, which made its air debut last Wednesday (June 1), already is sold out for the next month and was represented before it went on the air. KAPE, assigned 500 w daytime on 1480 kc, is owned by oilmen Sid and Charles Katz, also the station's vice presidents, Arthur Riklin, in retail business and president, and Sam Riklin, formerly account executive with Pitluk Adv., that city, secretary-treasurer. Charles (Bud) Lutz is the station manager. A feature of the new good-music station is a fishbowl studio in which air personalities may be seen from the street. KAPE is represented nationally by Forjoe & Co., New York, and locally by Clyde Melville Co., Dallas.

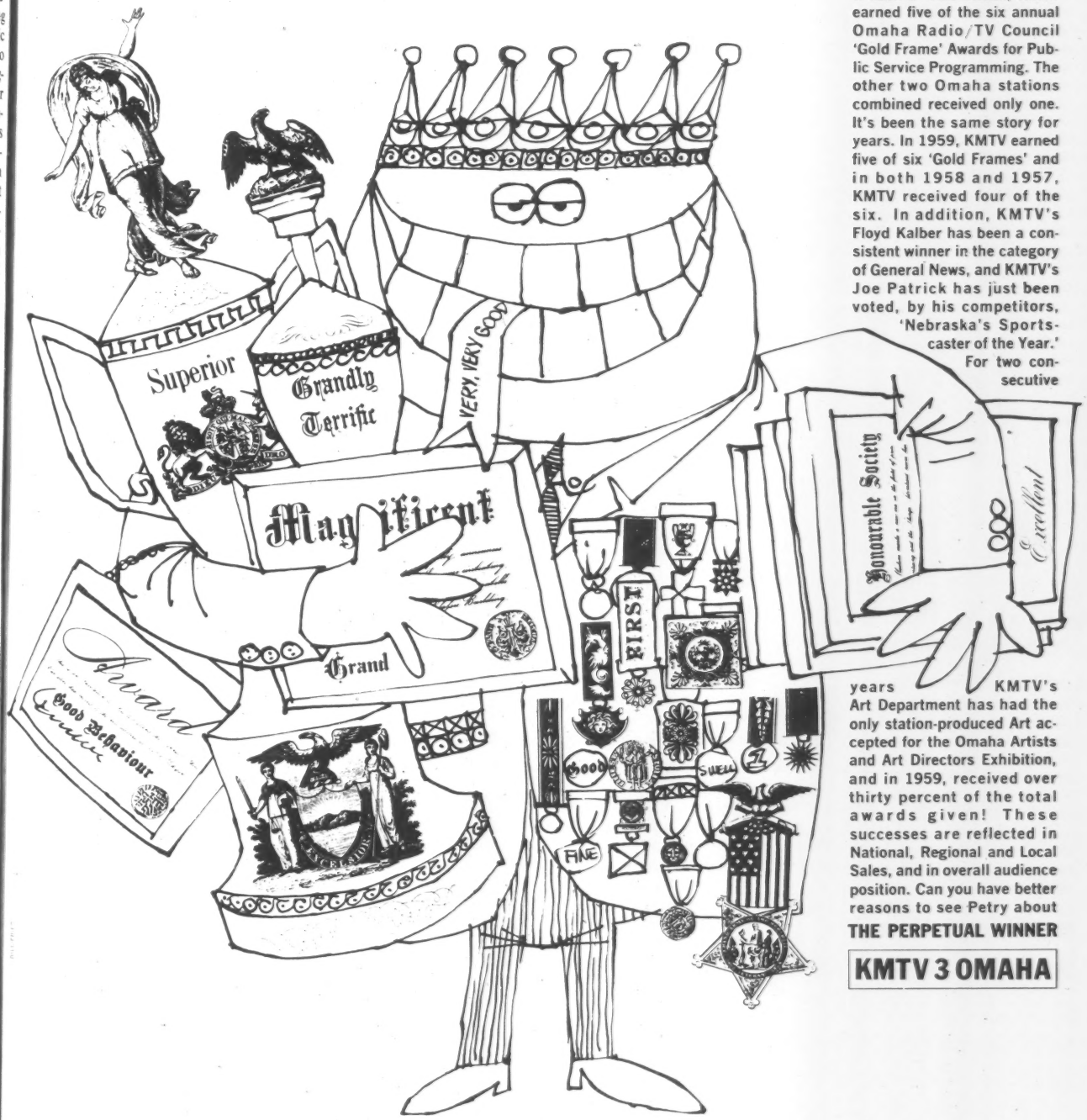
KOYE joins CBS

KOYE El Paso, Tex. (1150 kc, 1 kw, daytime only), signed as CBS Radio affiliate effective June 30. Station is owned by Coronado Broadcasters, headed by John S. Chavez as president and general manager. It will replace KROD El Paso (600 kc, 5 kw) in the CBS Radio lineup.

RAB cites local spots

What are the country's most effective radio commercials? Radio Advertising Bureau, which already honors the "most effective" national commercials, last week announced similar awards will be made at the regional level via a continuing survey among its 1200-plus member stations. They have been asked to supply a tape or disc of the announcements they consider "effective, outstanding and a top-notch selling tool," together with a short account of the commercial's radio history. Winners, who will be awarded golden rec-

WILL SUCCESS SPOIL KMTV?



It hasn't! This month, KMTV earned five of the six annual Omaha Radio/TV Council 'Gold Frame' Awards for Public Service Programming. The other two Omaha stations combined received only one. It's been the same story for years. In 1959, KMTV earned five of six 'Gold Frames' and in both 1958 and 1957, KMTV received four of the six. In addition, KMTV's Floyd Kalber has been a consistent winner in the category of General News, and KMTV's Joe Patrick has just been voted, by his competitors, 'Nebraska's Sportscaster of the Year.' For two consecutive years KMTV's Art Department has had the only station-produced Art accepted for the Omaha Artists and Art Directors Exhibition, and in 1959, received over thirty percent of the total awards given! These successes are reflected in National, Regional and Local Sales, and in overall audience position. Can you have better reasons to see Petry about

THE PERPETUAL WINNER

KMTV 3 OMAHA

TV CODE GETS ITS MAN FOR N.Y.

It's Stockton Helffrich of NBC, a friendly censor

NAB has hired a top-flight network censor to direct the tv code office it will set up in New York.

Stockton Helffrich, 48, veteran NBC continuity acceptance director, was named to the post June 2 at a meeting of the NAB Tv Code Review Board in Washington.

E.K. Hartenbower, Meredith Stations, who heads the code board, said naming of Mr. Helffrich and establishment of the New York office this summer are part of the general expansion of tv code activities.

Mr. Helffrich and Edward H. Bronson, NAB director of tv code affairs, will report to Charles H. Tower, who moves this week from NAB labor-economics manager to the association's television vice presidency. Mr. Tower succeeds Thad H. Brown Jr., who has resigned to enter private law practice.

Mr. Hartenbower said Mr. Helffrich "will concentrate at the outset on providing service and advice to agencies and advertisers wishing to create material in conformity with the tv code." Mr. Bronson will concentrate on industry activities relating to the code.

A Practical Hand ■ The man who's been tapped as chief censor of tv advertising on Madison Ave. has been doing that sort of thing for a quarter-century.

Stockton Helffrich takes to the NAB code job the experience, contacts and temperament needed for one of the industry's toughest assignments.

Mr. Helffrich joined the NBC script department shortly after graduation from Penn State U. in 1933. In 1935 he became assistant manager of the department, became manager of continuity acceptance in 1942 and was promoted to director in 1955. During World War II he served as a lieutenant in the Navy.

With 36 colleagues, Mr. Helffrich has been umpire of good taste for NBC networks. In 1948 he originated CART, a continuity acceptance radio and tv monthly report distributed to industry and media sources. He is the father of four teenagers and a pre-school child, living in Jackson Heights, Long Island, N.Y.

As director of the code office in the advertising industry's control point, Mr. Helffrich expects to be within walking distance of many major agencies as well as advertisers. A site for the NAB office in New York has not yet been announced but it's expected to be convenient to important facets of the broadcast medium, including networks, as well as sponsors.

The Light Touch ■ Stockton Helffrich's 25 years in assorted NBC censorship roles have taught him valuable lessons in ways to prevent bad taste and false claims from getting on the air.

He likes to say, "He censors best who censors least." Scanning thousands of pieces of copy a month has blessed him with the knack of smelling out trouble spots.

Mr. Helffrich learned the niceties of diplomatic censorship in the mid-30s under NBC's Lewis H. Titterton, now vice president and radio-tv program director of the Compton agency. He knows how to deal with temperamental and stubborn authors and executives who have a job to do.

He qualifies his approach to commercial copy this way. "We must keep in mind the advertiser's right to get a message across."

As he enters the new assignment, he is keenly aware of the broadcasters' side of copy clearance. "I want to help maintain the best standards and greatest degree of consistency among broadcasters," he said. Here he will run into the familiar effort of an agency or advertiser to break down barriers by the foot-in-the-door technique.

Take an example: An agency comes up with a new copy theme for a personalized product and soon runs into a network clearance problem. One network refuses to touch the commercials because of questionable taste. The agency shops around and gets clearance from another network. Then it plays one network against the other. Or the agency plants a spot campaign outside New York and returns to the objecting network wth the observation, "Well, it's good enough for them, why isn't it good enough for you."

Early Warnings ■ It's a liaison job Mr. Helffrich is undertaking in New York. He hopes to stop many objectionable copy themes in the shooting-script or storyboard stage.

Even more important, he hopes agencies and advertisers will consult him during the early planning stage. Then, too, he will have the benefit of personal experience with all net-

ord plaques, will be selected periodically from among the station nominees. RAB will also add winning commercials to its library of more than 4,000 radio selling messages.

Illinois judges study court-access canon

The Illinois judiciary will face up to an old problem when judges convene at a special conference in Chicago this week—whether to adopt its own state canon prohibiting radio-tv coverage of courtroom proceedings.

Judges from the state supreme court and all circuit and appellate courts will attend a special Illinois judicial conference at Northwestern U.'s downtown Chicago campus June 9-10. As was the case last year, they will consider the possible adoption of Canon 32, applicable only to Illinois and apart from the American Bar Assn.'s similarly restrictive Canon 35.

Text of Canon 32 follows:

"Proceedings in the court should be conducted with dignity and decorum. The taking of photographs in the courtroom during sessions of the court, or during recesses between sessions, and the broadcasting or televising of court proceedings tend to turn the judicial proceedings into a performance, to invite histrionics, to distract the witness in giving his testimony, to detract from the independence of the court, and to create misconceptions with respect thereto and should not be permitted."

It's known that there are sharp differences of opinion among the various Illinois judges over the merits of the proposed canon, which failed adoption at a similar conference in 1959. There has been some sentiment for permitting limited photography in the courts, but no specific recommendations were offered by a special committee for tv films.

Meanwhile, the American Bar Assn. all-media group has been marking time on efforts to obtain a foundation grant for financing a study on the effects of

work continuity departments and will be able to draw on their opinions.

New York liaison will be maintained by the NAB with the Assn. of National Advertisers, American Assn. of Advertising Agencies, Advertising Federation of America, Better Business Bureau, other media associations and dozens of groups concerned with what goes on the television air. An important start in that direction was made last year by the NAB's Washington code men—Edward H. Bronson, director, and Harry Ward, assistant director. They worked under Donald H. McGannon, Westinghouse Broadcasting Co., who completed his term as tv code chairman in April.

This process has continued under the new code chairman, Mr. Hartenbower. Now it will become a fulltime function. The advertising groups have shown willingness to cooperate in keeping programs and advertising clean and truthful.

Wave of Criticism ■ The autumn-winter quiz scandals and payola charges complicated this phase of code operation by creating a new impetus for advertising and program criticism. Inevitably much of the criticism was aimed at television. The critics have been enjoying a field day. Few have bothered to get the true story of copy and commercial clearance.

"We turned away large quantities of program material and commercial copy at NBC," Mr. Helffrich recalled. "Other networks have done the same. This story is not generally realized. Much has been done—an amazing amount. The public has been protected from misrepresentation and bad-taste copy but this largely goes unnoticed.

"Subjective stuff is especially apparent in proprietary medicines, household services, cosmetics, depilatories and odor refreshers. People read in private, as a rule, but they watch television in groups. One person or one type of audience will react in an entirely different manner from another.

"We try not to be puritanical but it isn't always easy. Many viewers feel the least little departure from their private credos of good taste and ethics marks a malicious growth calling for quick surgery."

Commercial Study ■ At NAB he will shift his principal effort from script editing to commercial copy. "I may be arbitrary at times but I hope I'll never be a headache," he said.

Mr. Helffrich runs a well-organized shop. He is somewhat of a precisionist, a necessity in this exacting type of work. In conference or on the platform he is affable as a rule, quick-speaking and articulate. His philospohy is cooperative, another desirable trait in an industry censor.

Amateur and eager censors who ply congressional committees, federal agencies, the advertising business and media with their comments annoy him.

"Leave the editing to professionals," he often says. "They put soul-searching, thought and skills into their work and they know the problems."

The Real Test ■ Stockton Helffrich is a professional, his colleagues and those who have dealt with him agree. He'll need all his skills and experience in the NAB job.

"If the job is done right," he observed, "television will create a much better public image."

The NAB Tv Code Review Board has faith that he will do it right. The deal to persuade Mr. Helffrich to leave NBC was made in a week from the first definite offer to approval by the code board June 2.

MR. HELFFRICH
25-year veteran in the field

Members of the tv code board at the June 2 meeting were, besides Chairman Hartenbower, Mrs. A. Scott Bullitt, KING-TV Seattle; Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; James M. Gaines, WOAI-TV San Antonio; Joseph Herold, KBTV (TV) Denver; Gaines Kelley, WFMY-TV Greensboro, N.C., and George Whitney, KFMB-TV San Diego, Calif.

G. Richard Shafto, WIS-AM-TV Columbia, S.C., participated in the code board meeting and a June 1 session of the board's planning committee headed by Mr. Herold. He represented the three-man NAB policy committee.

A new era has opened in NAB code affairs as Stockton Helffrich provides the contact point at the nerve center of advertising.

Canon 35. The names of other foundations have been added to a previous list of organizations which turned down bids for grants.

It was learned, however, that if a foundation grant is forthcoming, Elmer Roper & Assoc. has been mentioned as the research firm that might be contacted to handle the proposed survey.

Panel on politics

Television's "impact" in the realm of politics will be examined on Wednesday (June 8) by a panel of political figures, tv network representatives and a research analyst. Conducted by the New York chapter of the Academy of Television Arts & Sciences, the forum will include Paul M. Butler and Sen. Thruston B. Morton (R-Ky.), chairman of the Democratic and Republican National Committees, respectively; Sen. Jacob K. Javits (R-N.Y.); a Democratic senator whose name has not been announced; William R. McAndrew, vice president, NBC News; Elmo Roper, marketing research and public opinion analyst, and John Secondari, ABC's producer for special projects, who will moderate the discussion. Last in a series of ATAS forums this season, the study will be held at ABC's W. 66th St. studios, starting at 7:30 p.m.

To join ABC-TV

KCPX-TV Salt Lake City becomes a primary affiliate of ABC-TV this fall. The ch. 4 station, formerly with call letters of KTVT, has been affiliated with NBC-TV. The change will complete the switch between ABC-TV and NBC-TV affiliations in that market, KUTV (TV) there having already signed with NBC-TV effective Oct. 2 (BROADCASTING, May 30). KCPX-TV is a subsidiary of Columbia Pictures Corp. and began telecasting in 1948. Norman Louvau is vice president and general manager of the station.

Teenagers speak on radio music

Teenagers disapprove of disc jockeys' taking payola but they feel they'll like or dislike records on merit no matter how many times a disc is played. This was one of the conclusions arrived at by a survey of teenagers conducted by WAFM (FM) Miami, a good-music station.

In cooperation with the supervisor of music for Dade County schools, the station broadcast a spontaneous discussion of teenagers' tastes in music direct from a high-school classroom composed of "a good cross-section of the 15-17 age group." The youngsters were articulate on the subject of broadcast music, listing as an advantage of radio that they could study while listening to it and that they did not have to argue with their parents about choice of program as they did with tv.

"Songs today are crucified," several teenagers said, pointing to rock 'n' roll versions of "God Bless America," spirituals and Christmas carols as examples. Commercials were criticized as being "to loud and too often. You find youself singing commercials instead of songs."

Taste in music expressed by the group was broad. Most of those interviewed said they switched stations often for different types of music to correspond with different moods. Or switched stations when a commercial came on. Some students complained about format programming. "I like to switch from pops to classical. The stations ought to offer more variety."

WPCA (TV) debut near

WPCA (TV) (ch. 17), shifted from Camden, N.J., to Philadelphia by the FCC last March, will begin broadcast operations "early this summer," according to Percy B. Crawford, station president.

Mr. Crawford said that the station will program "shows devoid of excessive crime or violence; shows that any parent can permit for the whole family."

The ch. 17 facility, licensed to the Young People's Church of the Air, was acquired by Mr Crawford last February. Mr. Crawford also owns WDAC (FM) Lancaster, Pa.; WMUZ-FM Detroit, and WYCA (FM) Hammond, Ind.

Philadelphia also has another uhf facility, WHYY (TV) (ch. 35), a noncommercial, educational outlet.

CALIFORNIA ***$365,000***

Successful full time facility in one of the fastest growing, most prosperous Southern California markets. Station will pay its way. $100,000 cash and long-term payout.

MIDWEST ***$290,000***

Profitable full timer in good industrial and agricultural center. Half cash required with liberal payout on balance.

SOUTHEAST ***$250,000***

Full time facility in one of best medium-sized markets. Number one rated. Excellent earnings. Half cash down and balance on reasonable terms.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Woshington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED ■ *The following sale of station interests was announced last week subject to FCC approval:*

■ WKOW-AM-TV Madison, Wis.: Sold by Stewart Watson and associates to Midcontinent Broadcasting Co. for consideration in neighborhood of $1 million. Midcontinent principals are N. Lawrence Bentson, Joseph L. Floyd and E.R. Ruben who also own WLOL-AM-FM Minneapolis-St. Paul, KSO Des Moines, KELO-AM-TV Sioux Falls, KPLO-TV Reliance, KDLO-TV Florence, all South Dakota. WKOW is on 1070 kc with 10 kw day and 5 kw night and is affiliated with CBS. WKOW-TV has been operating since 1953 on ch. 27. It is affiliated with ABC-TV.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 101*).

■ WHCT (TV) Hartford, Conn.: Sold by Edward D. Taddei and associates to RKO General Inc. for $150,000 plus $242,200 for 10-year lease with option to buy property after four years for $570,000 (see story, page 78).

■ KVOY Yuma, Ariz.: 83.3% interest sold by William L. Lindsey and associates to Colonial Broadcasting Corp. for $176,596 plus consulting agreement for five years at $6,000 per year. Colonial president is Loe A. Newsome Jr.

■ WSIP Paintsville, Ky.: Sold by Ted Arnold Silvert to Big Sandy Broadcasting Co. (James D. Cox, president) for $150,000.

■ WDAL Meridian, Miss.: Sold by Louis Alford and associates to R.E. Hook & Assoc. for $65,000. R.E. Hook and wife have interests in WMAG Forest, WDOD Canton and WELZ Belzoni, Mississippi; WRAG Carrollton, Ala.; WRUS Russellville, Ky., and WKIZ Key West, Fla.

MBS news on WKMH

WKMH Dearborn, Mich., has contracted with Mutual for five-minute news programs broadcast every hour on the half hour. The station has a CBS radio affiliation which is continuing. The affiliation between CKLW Detroit and MBS was terminated May 29. WKMH started MBS news May 30.

REACHES MORE HOMES THAN ALL OTHER STATIONS IN THE MARKET PUT TOGETHER!

WCKY IS SOME BUY!

Between 6 and 9 PM WCKY-RADIO reaches 1,044,000 different homes in just one month—44,000 **more** homes than all five other stations in Cincinnati combined. Perhaps even more important than that, Tom Welstead and AM Radio Sales will prove to you that you can reach that million-plus homes for less than eight cents a thousand. 50,000 watt power harnessed to modern radio programming pyramids that huge circulation in the Tri-State marketing area, making WCKY **the** buy for Cincinnati.

WCKY | 50,000 WATTS

CINCINNATI, OHIO

NAB TO REVIEW STAFF CHANGES

New president high on list at meeting

The NAB Joint Boards of Directors faces a two-ply overhaul of the industry association's structure.

When the directors meet in Washington June 15-17 they will review steps taken since the death of President Harold E. Fellows to fill this key post. They will consider, too, revamping of the headquarters staff by the policy committee that has guided association operations since Mr. Fellows death.

Normally NAB board meetings are held twice a year—mid-winter and summer. The last meeting was held only three months ago, (BROADCASTING, March 14). A "crisis meeting" had been held Dec. 4 to cope with mass legislative, regulatory and journalistic attacks on the industry (BROADCASTING, Dec. 7, 1959).

The critical legislative and regulatory problems of the winter months were scrutinized by the board at these two meetings and steps were taken to provide NAB participation in FCC and congressional hearings.

Next week's meeting will go into the revamped operations of the industry's two ethical documents—Tv Code and Radio Standards of Good Practice. Important changes have been made in both codes and others are pending. A key development was the announcement that Stockton Helffrich, of NBC, will head the New York office to be opened by the tv code board (story page 56).

The radio standards—slated for a change in nomenclature to radio code, matching the tv code—have been thrown open to non-member stations as well as member stations. This, too, matches the tv practice.

Ears Tuned ■ A monitoring routine for radio is being worked out. Radio station dues equal 10 times the highest one-time, 60-second spot, or a maximum of $360 a year. NAB radio members get a 40% discount.

Many of the proposed techniques for the radio standards that will come before the Radio Board are similar to tv code procedures.

Twelve new faces will be present at the joint board sessions, to be held at the Statler Hilton Hotel. A score of director terms expired with the annual NAB convention in Chicago in early April. Radio vacancies were filled by mail ballot; tv directors were elected at a session during the convention.

Staff changes by the policy committee were made in two steps. First, Charles H. Tower, manager of broadcast personnel and economics, was named tv vice president to succeed Thad H. Brown Jr., whose resignation to enter private law practice is effective next week.

The chain of command was revised this way: Vincent T. Wasilewski, manager of government relations, was named director of governmental affairs. The department includes the legal department headed by Douglas A. Anello, chief counsel. Howard H. Bell, assistant to the president for joint affairs, was named to a second new position, director of industry affairs. This department includes public relations, engineering, research, broadcast personnel and economics, station relations and organizational services.

One proposal for staff reorganization would create two new vice presidencies out of the departments headed by Messrs. Wasilewski and Bell.

Policy Group ■ Clair R. McCollough, Steinman Stations, is chairman of the policy committee. Other members are G. Richard Shafto, WIS-TV Columbia, S.C., and Merrill Lindsay, WSOY Decatur, Ill. Opposite number to Mr. Brown as tv vice president is John F. Meagher, radio vice president. Everett E. Revercomb, secretary-treasurer, has been acting as NAB administrator since the death of President Fellows.

While intense interest in the presidential vacancy has been shown in the industry, no word of progress has been given out by the special selection committee named last March to suggest and interview candidates, and then to suggest a choice. Co-chairmen of this group are C. Howard Lane, KOIN-TV Portland, Ore., and Payson Hall, Meredith Stations. The committee will meet June 16 during the board sessions.

A long list of names was thrown into the candidates' hopper and some interviews have been held with prospects. The list includes top figures in national life as well as practical broadcasters.

Serving on the selection committee, besides the chairmen, are Thomas C. Bostic, KIMA-AM-TV Yakima, Wash.; John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich.; John S. Hayes, WTOP-AM-TV Washington; Dwight W. Martin, WAFB-TV Baton Rouge, La.; William D. Pabst, KTVU (TV) Oakland, Calif., and W. D. Rogers, KDUB-TV Lubbock, Tex. All but Messrs. Hayes and Pabst are NAB directors.

New members on the Radio Board are Richard W. Chaplin, KFOR Lincoln, Neb.; Allan Page, KGWA Enid, Okla.; John F. Patt, WJR Detroit; Alvis H. Temple, WKCT Bowling Green, Ky., and Robert T. Mason, WMRN Marion, Ohio. Messrs. Mason and Patt have served on the board in the past. Mortimer Weinbach, ABC vice president-general counsel, has succeeded E.J. DeGray as that network's radio board member.

New to the Tv Board are Joseph C. Drilling, KJEO-TV Fresno, Calif.; Eugene S. Thomas, KETV (TV) Omaha, Neb.; Campbell Arnoux, WTAR-TV Norfolk, Va., who has served a number of terms in the past; Henry B. Clay, KTHV (TV) Little Rock, Ark., also a past director; William B. Quarton, WMT-TV Cedar Rapids, Iowa, and Joseph S. Sinclair, WJAR-TV Providence.

The new directors will be given an orientation session the afternoon of June 14.

Income rises sharply for Taft Broadcasting

Net revenues for Taft Broadcasting Co. for the fiscal year ended March 31 totaled $10,426,310, Hulbert Taft Jr., TBC president announced last week. This compares with net revenues of $8,972,501 for the previous fiscal year.

Operating profit before depreciation, amortization and federal taxes reached $4,253,021, compared to $3,470,817 in the previous 12 months. Final net profits after federal taxes amounted to $1,413,708. Retained earnings totaled $4,754,228, compared to $4,224,714 at the beginning of the year.

Mr. Taft reported that improvements at all TBC stations cost $2,450,221 and were paid for in full during the year.

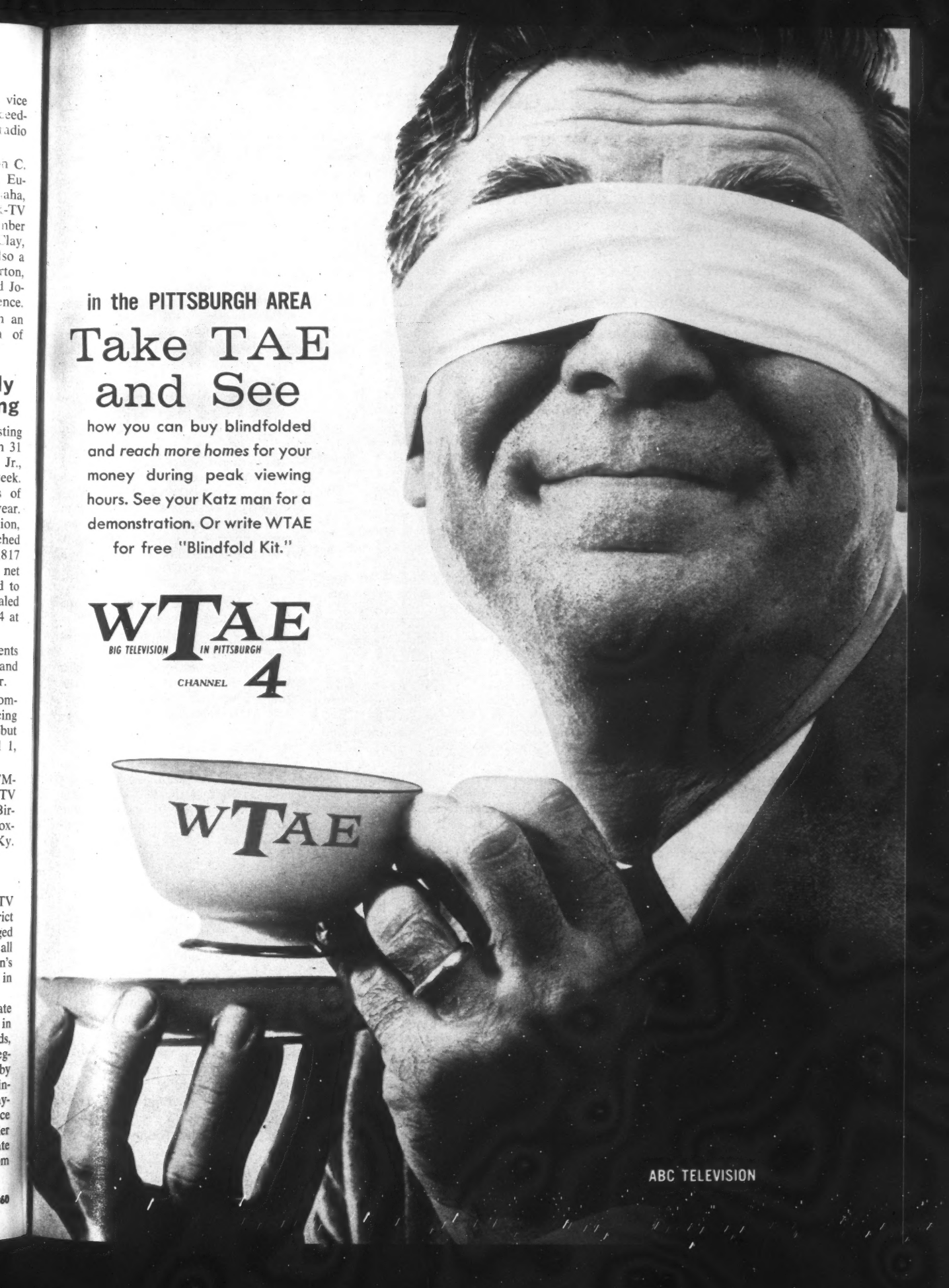
The annual report, first of the company, covers the period commencing with incorporation in June 1959, but also includes operations from April 1, 1959.

Taft stations are WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham, WBIR-AM-FM-TV Knoxville and WKYT (TV) Lexington, Ky.

KBLR-TV bankrupt

On a petition filed by KBLR-TV Goodland, Kan., the U. S. District Court in Topeka, Kan., has adjudged the station bankrupt and so notified all creditors. A meeting of the station's creditors has been called for June 29 in Topeka.

Ch. 9 KBLR-TV is a CBS affiliate which began regular programming in April 1959. According to FCC records, the station still is operating with a regular license. KBLR-TV is owned by Tri-State Tv Co., whose principals include Leslie E. Whittemore, 20%, Raymond Roark and wife, 20%, Wallace L. Vander Jagt, 15%, Iron Mueller (president), 10%, and others. Tri-State purchased the station in July 1959 from James E. Blair.


in the PITTSBURGH AREA
Take TAE and See
how you can buy blindfolded and *reach more homes* for your money during peak viewing hours. See your Katz man for a demonstration. Or write WTAE for free "Blindfold Kit."
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
ABC TELEVISION

NBC-RKO DEALS UNDER NEW FIRE

Celler threatens hearings if FCC lets big trades slip through

The largest transaction in broadcast history, an estimated $35-40 million, multi-part exchange of radio and tv stations in Philadelphia, Boston, Washington and San Francisco, is facing a rocky road despite Justice Dept. clearance.

The Philadelphia-Boston exchange of stations by NBC and RKO General, and NBC's purchase of KTVU (TV) San Francisco, are under fire by Rep. Emanuel Celler (D-N.Y.). Rep. Celler last week termed the 1959 consent decree (which required NBC to divest itself of its Philadelphia properties) as "worthless" and "riddled with sophistry."

The New Yorker said he planned to reopen his antitrust subcommittee's hearings on network "monopoly," with particular aim at option time.

Mr. Celler's angry words were occasioned by the explanation submitted by Robert A. Bicks, acting antitrust chief of the Dept. of Justice, on why the department had decided not to oppose the NBC-RKO General stations swap and the network's buy of KTVU.

The same transactions are being fought by Westinghouse Broadcasting Co. and KRON-TV San Francisco in U.S. District Court in Philadelphia. Both have filed petitions to intervene. A hearing on these requests is scheduled for June 8.

And, NBC's Philadelphia outlets are under attack by Philco Corp. The Philadelphia electronics manufacturer last year hit NBC with an FCC protest against renewal of the network's Philadelphia stations. Last month, Philco filed a formal application for the ch. 3 facility in Philadelphia, now owned by NBC.

Applications Filed ■ Meanwhile applications covering each of the four transactions were filed with the FCC last Friday. The commission, which must approve all changes in station ownership, received these items:

■ WRCV-AM-TV Philadelphia, now owned by NBC, to be assigned to RKO-General, and in exchange, RKO General's WNAC-AM-FM-TV Boston to be assigned to NBC. This is estimated to be a $15-20 million deal.

■ WRC-AM-FM-TV Washington to be sold by NBC to RKO General for $11.5 million.

■ RKO General's WGMS-AM-FM Washington to be sold to Crowell-Collier Publishing Co. for $1.5 million. This sale is required in order to permit RKO General to buy the WRC stations. RKO already owns seven am stations, the maximum allowed.

■ KTVU San Francisco to be sold to NBC in a better than $7.5 million stock transaction.

The entire package was instigated after NBC and its parent, RCA, signed a consent decree last year. This required the network to get rid of its Philadelphia properties and to submit any additional purchases for Justice Dept. clearance first before filing applications with the FCC for approval.

The consent decree, signed last September, resulted from a government antitrust suit brought in 1956 following the exchange of stations between Westinghouse and NBC in 1955. The government charged that NBC had threatened to withdraw affiliations with WBC television stations in order to pressure Westinghouse into agreeing to the exchange of WBC's Philadelphia stations for NBC's Cleveland outlets. Westinghouse also received $3 million.

The government also alleged that this was in furtherance of a conspiracy by NBC to acquire vhf tv stations in five of the top eight markets in the U.S.

The consent judgment also forbade NBC to add any new stations to its representation list, other than owned and operated outlets, unless prior notice was given to the Dept. of Justice. The Justice Dept. was permitted to consider the circumstances of the new representation for 30 days and to ask the court to determine if coercion was used by the network to obtain the representation.

The decree has a life of nine years from the date NBC gives up its Philadelphia stations, or 10 years from the date of issuance.

Celler Calls on FCC ■ Mr. Celler called on the FCC to take "immediate action to curb the power of the chains" by eliminating, among other things, option time.

The New York Democrat, who is chairman of the House Judiciary Committee and of its antitrust subcommittee, declared that the Bicks' statement "establishes that the decree is worthless; that it contains a string of sophis-

More trouble for NBC's KTVU (TV) buy

The FCC last week threw still another monkey wrench—of the left-handed variety—into NBC's purchase of KTVU (TV) San Francisco. This came in the form of a commission inquiry into KTVU's "promises vs. performance" in programming.

KTVU is operating with only a construction permit (since March 1958) and has never been licensed. This was said to be the first time the commission has questioned a station's programming before it even received a license.

In a letter to the ch. 2 station, the commission said that its program service raises questions as to KTVU's past and proposed programming. The FCC cited the following promises (in the application for cp) against actual performance of KTVU:

	Promised	Actual
Entertainment	68.18%	86.18%
Religious	3.69%	1.36%
Agricultural	0.86%	0.27%
Educational	4.63%	0 %
News	7.37%	2.33%
Discussion	3.09%	0.55%
Talks	12.18%	1.65%
Sports		7.66%

(The commission noted that sports seems properly to include talks.)

The actual programming performances were taken from KTVU's composite week and the station proposed no changes in its schedule in its application for license, the commission said. In view of questions raised with respect to past and proposed programming, the commission letter to KTVU continued, and the deviations from representations made in the original application, a further inquiry is warranted. KTVU was given 30 days to reply before the FCC takes any action on the license application.

WAVE-TV Gives You 28.8% MORE HEAVY SMOKERS!

(and light smokers, too, for that matter!)

Yes sir, it's a fact! WAVE-TV gives you 28.8% more smokers, because it gives you 28.8% more VIEWERS than any other TV station in Kentucky – sign-on to sign-off, every average week!

How many more sales can you make with 28.8% more viewers?

Ask NBC Spot Sales for all the facts – including WAVE-TV's *much lower* cost-per-thousand!

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

tries; that its effect doesn't mean a slap on the wrist to NBC."

Major peeve of Mr. Celler, it is reported, is that he believes that NBC has achieved what the government antitrust suit sought to prevent—vhf tv stations in five of the top eight markets. NBC has tv stations in New York, Chicago and Los Angeles as well as in Washington and Philadelphia.

In discussing resuming his network study, Rep. Celler is understood to be anxious to determine what the FCC has done about the Barrow Network Study. This took place two years ago and resulted in a series of recommendations, several of which already have been voluntarily adopted by the industry or by FCC fiat. The networks are under orders to reduce option time by 30 minutes in each broadcast segment. Mr. Celler and, at one time, the Dept. of Justice tagged option time as an antitrust violation.

The Judiciary chairman is also concerned, it was said, at the intimation that once the Dept. of Justice washes its hands of a case, other government agencies might presume that this signifies approval on antitrust grounds and refuse to consider this "public policy" question in their own deliberations.

This is said to be the reason Mr. Celler is expected to watch closely the FCC's action on this matter.

It was predicted that if the FCC approves the transactions without a thorough investigation and hearing Mr. Celler is going to move in—fast.

As of now, however, no plans have been made or announced on resuming the antitrust subcommittee hearings on broadcasting or the networks.

Justice Finds No Abuse ■ Significantly it was the Justice Dept.'s finding that there was no abuse on the part of NBC in the forthcoming station transfers that set the New Yorker off.

The government's position was given in May 26 letter to Rep. Celler by Mr. Bicks. This was in response to a telegram from the congressman.

Mr. Bicks told Mr. Celler that Justice had begun an intensive investigation of all the facts surrounding the NBC-RKO deal as soon as the agreements were finalized. This was in January.

Interviews were conducted with 48 people, Mr. Bicks reported, and documents were obtained from the principals. Key NBC and RKO General officials were interviewed under oath, he explained.

Ticking off the possible illegalities, Mr. Bicks reported that his antitrust division had found that:

■ There was no present or prior connection between the owners of KTVU and RKO General by which "leverage" was exerted by the latter on the former in order to get the San Francisco station to agree to sell to NBC. Several owners of KTVU are former officials of RKO General.

■ There was no use of economic leverage in the agreements between NBC and RKO to permit the view that a tie-in transaction was involved. NBC's agreement with RKO for the exchange of the Philadelphia and Boston stations was contingent on the network's acquiring another station in another market. It also had been alleged that RKO General's agreement to exchange its Boston station for NBC's Philadelphia outlets was conditioned on RKO General's buying the network's Washington stations.

■ In its negotiations with RKO General the network had not exerted the power of network affiliation to force RKO General to agree to the transactions. In fact, said Mr. Bicks, "the evidence obtained seems more consistent with the proposition that RKO General occupied a stronger bargaining position than NBC."

■ NBC's unsuccessful negotiations with KRON-TV San Francisco involved no restraint of trade. NBC had tried to buy the *San Francisco Chronicle* station first, but the *Chronicle* refused to sell at what it termed the unsatisfactory offer made by the network.

■ No unlawful means that would stand up in court could be found that implied the arrangements between NBC and RKO General and the pur-

Political survey

An annoyed FCC reminded broadcasters last week that they are expected to answer all questions on the questionnaire regarding station policies in giving political broadcast time. The commission sent questionnaires to all tv stations on the request of the Senate Communications Subcommittee (BROADCASTING, May 23).

The commission said that the questionnaires, due June 6, "indicate a neglect by many to answer two specific questions." One question deals with general policy to make free time available and the other with the November presidential elections—clearing time for sustaining programs from both network and non-network sources.

FCC said stations that have returned incomplete questionnaires should supply the additional information "promptly."

in Shorthand...

it's Gregg

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1960 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio . . . **dependable** facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1960 **BROADCASTING YEARBOOK**, packed with more data about the broadcast media than ever before, will be delivered to subscribers in early September. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's the day to reserve a good spot for it.

Deadlines? July 1 if proofs are needed; July 15, no proofs.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

25,000 CIRCULATION GUARANTEED

1735 DeSales Street, N. W., Washington 6, D. C.

YOUR ROYAL COACHMAN JET AWAITS!

Low cost jet service to Los Angeles, San Francisco, New York, Chicago, Detroit, Washington, Boston, Dallas, Ft. Worth

You'll save time when you fly American Airlines' 707 Jet Flagships! New York is only 5 hours 5 minutes away from Los Angeles, for instance!

You'll save money when you fly Royal Coachman —American's economy jet service. For ten little dollars more than regular transcontinental coach flights, you can go Royal Coachman jet. Here are some sample fares: between San Francisco or Los Angeles and New York, $115.50; New York-Dallas, $73.55; Chicago-Los Angeles or San Francisco, $88.30. All fares plus tax.

You ride in deep, roomy seats. Two trained stewardesses serve you constantly. Enjoy magnificent complimentary meals (like beef cooked in wine), special baggage system for faster delivery—and fly on the world's most proven jetliner—the 707.

For reservations, see your Travel Agent or call American Airlines—*first choice of experienced travelers.*

CALL AMERICAN AIRLINES

AMERICA'S LEADING AIRLINE

WWTV AREA FOOD SALES ARE 16% HIGHER THAN HAWAII-ALASKA COMBINED!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Folks in the WWTV Area—Cadillac and Northern Lower Michigan—spend 16% more for food than *all* consumers in the states of Hawaii and Alaska combined*!

What's more, most of these people watch WWTV . . . and buy the brands advertised on WWTV. WWTV has NCS No. 3 circulation—daytime and nighttime — in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac-Traverse City shows that WWTV delivers more homes than Station "B" in *344 of 352* competitive quarter hours surveyed, Sunday through Saturday.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual combined food sales for Alaska and Hawaii are $198.5 million compared to $231.9 million in WWTV area.*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 / 50,000 WATTS

KRLA

RADIO LOS ANGELES

Represented by
DONALD COOKE INC.

chase of KTVU by NBC meant that the so-called "conspiracy" was being continued to hold vhf television stations in five of the top eight markets.

Mr. Bicks agreed that the loss of NBC affiliation by Westinghouse in Boston and by KRON-TV in San Francisco might result in economic loss to these broadcasters.

"Such injury, however," he added, "is attributable to exercise by NBC of its option to terminate the affiliation relationship rather than to acts or conduct of RCA or NBC improper under the decree."

Mr. Bicks concluded his report to Mr. Celler by calling attention to "other judicial forums or the FCC" where complainants (Westinghouse and KRON-TV) could plead their case.

Supreme Court Decision ■ Mr. Bicks, referred to the U.S. Supreme Court ruling in February 1959 which upheld the right of the Dept. of Justice to move on alleged antitrust violations even where the action complained of was approved by another government agency. This was the result of an appeal by RCA-NBC against the government antitrust suit in the NBC-Westinghouse stations exchange. He concluded:

"Neither that decision nor the [consent] judgment itself intrudes upon powers of responsibilities of the FCC in its application of the statutory standard of 'public interest, convenience and necessity.' In short, our decision not to move in court here was based as it had to be, solely on application to facts unearthed of the decree's precise standards, tailored to remedy a particular abuse. Thus viewed, such decision reads not on the broad 'public interest' issue to be considered by the FCC."

When the Dept. of Justice failed to oppose the prospective transfers last month, both Westinghouse and KRON-TV filed petitions with Judge William H. Kirkpatrick in Philadelphia. They asked to be permitted to intervene, and charged that the consummation of the NBC-RKO General agreements, plus the network's buy of KTVU in San Francisco, would circumvent the purpose of the consent decree.

They also claimed that NBC's acquisitions in Boston and San Francisco would give the network tv dominance in five of the top eight markets—the very object of the government's antitrust suit in 1955.

Both Westinghouse's WBZ-TV Boston and KRON-TV are NBC affiliates, and would lose this network if NBC itself owned stations in these cities.

KRON-TV had submitted a similar accusation to the Dept. of Justice when the government agency was considering whether to object to the transactions.

The Philco battle against the NBC stations in Philadelphia began in 1958

Better than 75% of WWDC families—328,637 to be exact—have annual incomes of $5,000 or more . . . far above the Washington, D.C. average.* A mighty affluent group for you to influence!

PULSE Audience Image Study—July, 1959

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

Conelrad 'leak'

A witness told the Senate Internal Security Subcommittee last week that Cuban authorities are in possession of all instruction and procedures for Conelrad, the civil defense system in which broadcasters participate, and that this makes sabotage a simple matter. Sen. Thomas J. Dodd (D-Conn.) identified the informant as Edward J. Whitehouse, a native of Cuba and former director of the Cuban Civil Aeronautics Administration.

when the manufacturing company protested the license renewals of the network's stations. This was on the ground that since they they were identified with RCA this constituted an unfair competitive advantage to RCA. The commission originally turned down the protest on the assumption Philco was not a party in interest. After court reversal, the FCC sat in oral argument early this year. It has not yet, however, handed down a decision.

Last month, Philco filed a formal application for the ch. 3 station now held by NBC. This is the same tv facility which Philco put on the air in the 1940s and which it sold to Westinghouse in 1953.

In the applications for FCC approval filed Friday, RKO General reported that its net income for the fiscal year ending Sept. 30, 1959 was $6,819,613. For the fiscal year ending Sept. 30, 1958, RKO General reported a net loss of $237,377.

The WGMS sale to Crowell-Collier called for $300,000 payment at closing and $1.2 million payment in two years.

Crowell-Collier is the owner of KFWB Los Angeles, KEWB San Francisco, and KDWB Minneapolis-St. Paul.

Clear channel rules draw response at FCC

The best way of serving millions of listeners in sparsely populated regions with nighttime radio service was debated in 34 reply comments received by the FCC on its proposed clear channel rulemaking.

While the replies received were largely predictable, with class I-A clear channel stations fighting to preserve the *status quo*, asking for a power increase to serve "white areas," (i.e., areas without radio coverage) and individual stations asking for specific clear channel frequencies, the compelling need for nighttime service in fringe areas was a dominant issue.

Clear Channel Broadcasting Service told the FCC that its original statement that approximately three-fourths of the white area population resides east of the Mississippi had not been challenged in other comments. CCBS said that an analysis of the cities requested for the location of class II stations reveals that "by and large the parties supporting duplication of the clear channels are those seeking to improve the facilities of stations they operate in cities which already have multiple broadcast services."

The reason that large cities already having multiple nighttime stations were selected for proposed class II facilities, CCBS maintained, was "that there is insufficient economic activity in the sparsely settled areas where substantial white areas exist." The only way to provide these areas with "a choice of an improved nighttime service," CCBS asserted, is by power increase.

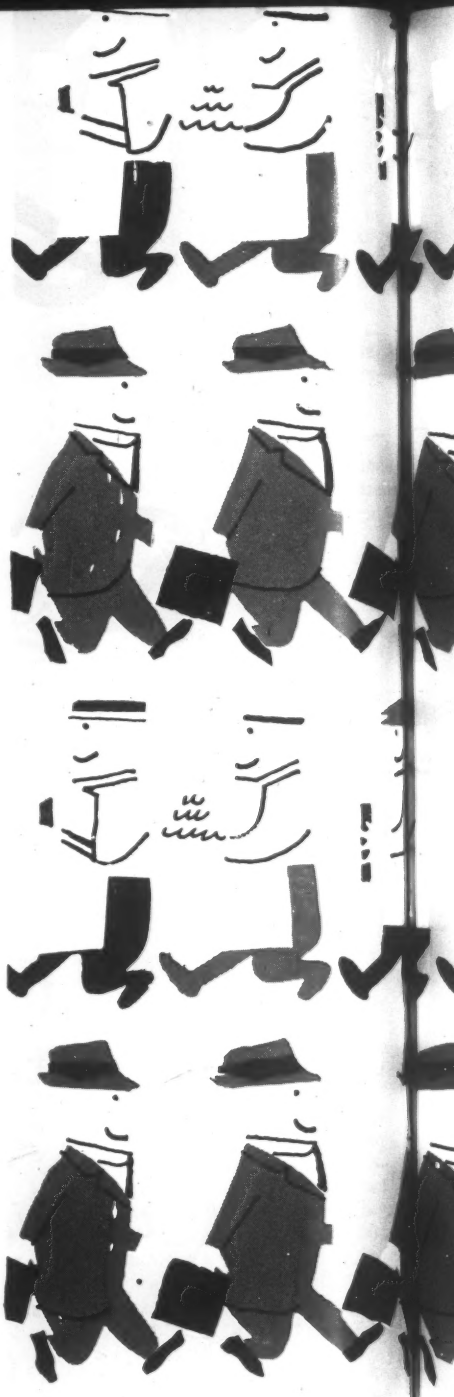
None of the comments filed attempted to demonstrate that the use of higher power by clear channels would not result in a greatly improved skyway service, CCBS said. The clear channel group recommended that the class I-A clear channel frequencies not be duplicated at night and that the present maximum power limitation of 50kw be boosted to 750kw.

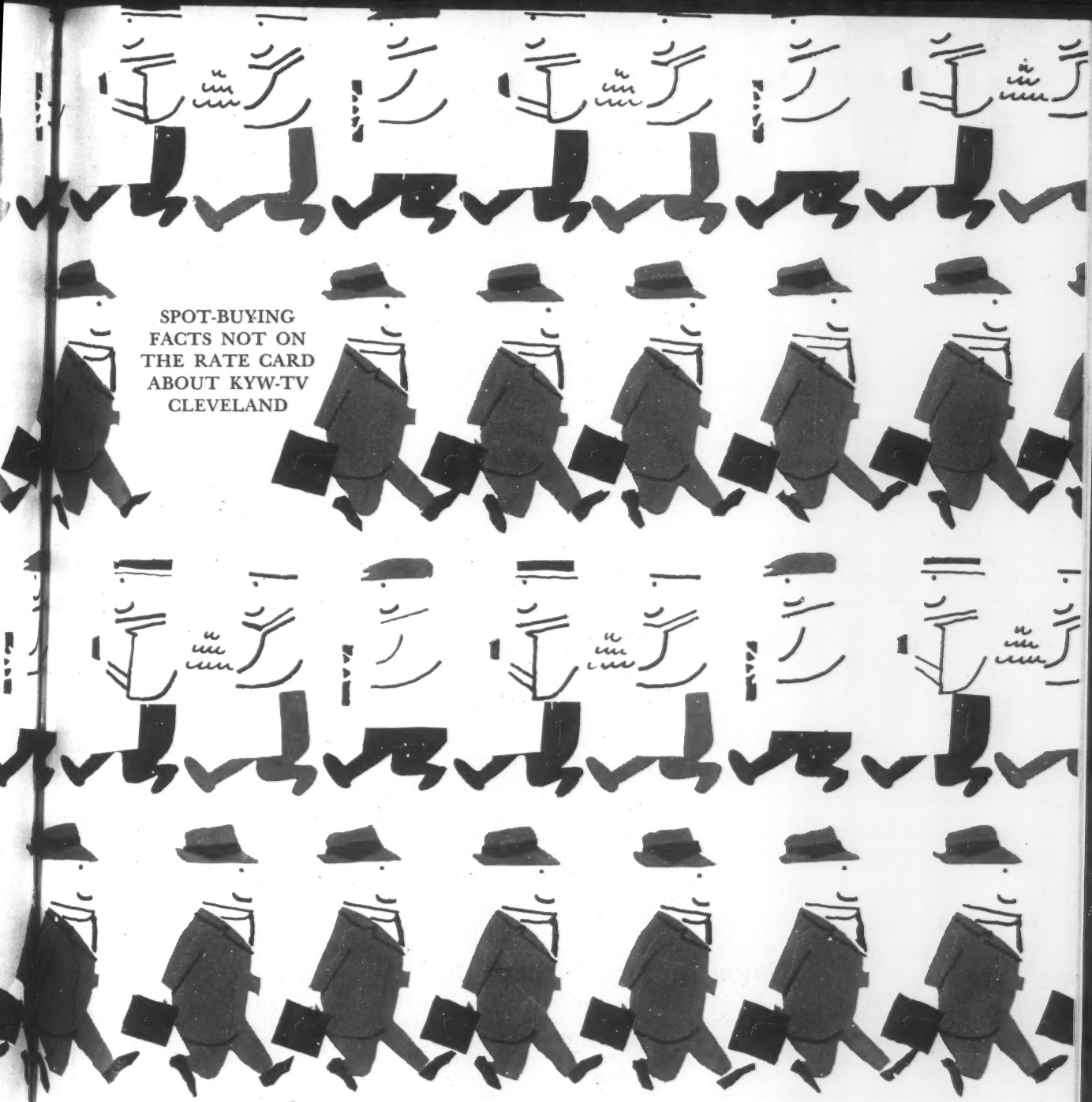
Depriving Many ■ NBC also concluded that class II unlimited time stations would "serve little, if any white areas". However the network said, the class II's would deprive a "considerable number" of listeners of class I-A station service.

The FCC should make clear from the outset, NBC stated, that "to achieve its aim in the protection of class I-A channels, it will not permit the slow disintegration of these channels to the status of class I-B's." NBC urged the commission to adopt new rules stating that only "the specified new unlimited class II assignments will be permitted, that these new stations must comply strictly with the rules, and that it will not entertain applications for additional unlimited time class II assignments on these channels."

ABC reiterated its stand that consideration be given to 50 kw operations on Eastern clears in larger metropolitan centers for three Pacific Coast states. In that way, ABC said, needed primary service in those states and some additional skywave in Rocky Mountain states can be undertaken without disrupting local operations.

The FCC had received a deluge of comments (AT DEADLINE, April 4) to its proposed rulemaking which would assign additional unlimited time stations on 23 class I-A channels of not less than 10 kw power, with location determined on basis of need in areas without primary service.





SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT KYW-TV CLEVELAND

Most Local and National Advertisers of All Cleveland TV Stations

And that's not all! Most adult viewers of all Cleveland TV stations . . . most women viewers of all Cleveland TV stations, too. That's why, in Cleveland, no TV spot selling campaign is complete without the WBC station . . .

KYW 3 TV Cleveland

Represented by Television Advertising Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

SEAL OF GOOD PRACTICE TELEVISION CODE

FCC's 'U-2' UNIT TAKES OFF

Complaints & Compliance Div. awaits funds approval from Senate before completing setup

John Harrington, top assistant to FCC Broadcast Bureau Chief Harold Cowgill, last week was appointed to head the new Complaints & Compliance Div. of that bureau (BROADCASTING, May 23). A veteran of nearly 25 years of government service, Mr. Harrington assumed his new duties immediately.

With the activation of the new investigative office, the old Compliance Branch of the Renewal & Transfer Div. was abolished and three professional staffers from that arm were transferred to Mr. Harrington's division. They included Leroy Schaaff, veteran FCC investigator, Bill Hunter and Louis Bryant (see WEEK's HEADLINERS).

Further staffing of the intelligence branch will be accomplished by transfer of personnel and hiring of new men, the commission said. Before the Senate is a request for $300,000 to finance the investigative operations with an eventual staff of 25, exclusive of clerical help, planned. Pending a congressional appropriation, the functions of the new division will be carried on with the assistance of a special task force of commission personnel, the agency said.

This task force, headed by renewals chief Ed Brown, was organized in April to investigate complaints and information relating to station compliance with Sec. 317 (sponsor identification), especially payola. Its efforts have been concentrated in the Boston and New York areas (BROADCASTING, May 16).

No Censorship ■ FCC Chairman Frederick W. Ford reiterated last week that the new compliance branch would not be guilty of censorship nor would it dictate individual programming to stations. He said that much could be accomplished of benefit to the industry through issuance of citations to station violators of non-technical rules who, it was pointed out, in many instances probably were not even aware of their transgressions.

He stressed that the commission is not interested in looking into the drawers, closets and secret files of stations. As outlined earlier before the Senate by Chairman Ford, the new office would have two chief functions: (1) immediate, thorough and effective on-the-spot investigations of complaints received by the FCC; (2) spot checks, through monitoring, of selected stations to make sure their programming matches representations made to the commission.

Of the $300,000 requested from Congress, $210,000 is earmarked for personnel, $42,000 for travel and $48,000 for monitoring and "other objects."

Pending congressional action on the request for more money, the intelligence-surveillance arm will operate on a limited scope, "subject to budgetary limitations."

This Man Harrington ■ Mr. Harrington is a 1932 graduate of Holy Cross and received his LL.B. from Georgetown U. Law School in 1940. A 49-year-old native of Massachusetts, he entered government service with the FBI in 1936, although he was not an agent. He also has seen service with the Federal Security Agency and has had two separate stints with the Justice Dept.

FCC's HARRINGTON
Broadcaster's big brother

The chief investigator left Justice in 1946 for a two year tour of duty with the FCC. In 1948 he returned to Justice, where he was in the lands division, serving eight more years before going back to the commission in 1956. Soon thereafter, Mr. Harrington was assigned to the office of the chief of the Broadcast Bureau where he served until last week's appointment.

Magnuson drops a hint he may help

Sen. Warren G. Magnuson (D-Wash.) last week hinted the Independent Offices Appropriations Subcommittee he heads may go along with the FCC's request for more money to keep broadcast stations under surveillance for violations of laws and FCC rules and to compare performances with promises made at license renewal time.

But, he said, the subcommittee report on the appropriations bill (HR 11776) will specify that the FCC is not to get into programming censorship. The bill for various government agencies already carries a House-approved FCC budget of $12,945,000 for fiscal 1961 including $2 million for a two-year study of uhf propagation in New York City. The FCC has asked the Senate for $300,000 more to set up a special group of investigators.

Sen. Magnuson, who also is chairman of the Senate Commerce Committee which has jurisdiction over the FCC and other federal regulatory agencies, said his own sentiment is that the FCC should use the money it's requesting to expand its existing Broadcast Bureau—not set up the proposed new Complaints and Compliance Division—for its investigative work.

The FCC did not present the new investigative program in the Budget Bureau request to the House earlier this year and if the Senate were to approve the $300,000 or any other sum for that purpose the House would act on it for the first time by agreeing or disagreeing to the Senate amendment. The House in April cut $315,000 from the FCC's budget request, allowing a total personnel increase of 31 instead of 62 requested. The new FCC request by coincidence would replace $300,000 of the $315,000 cut but for a different use.

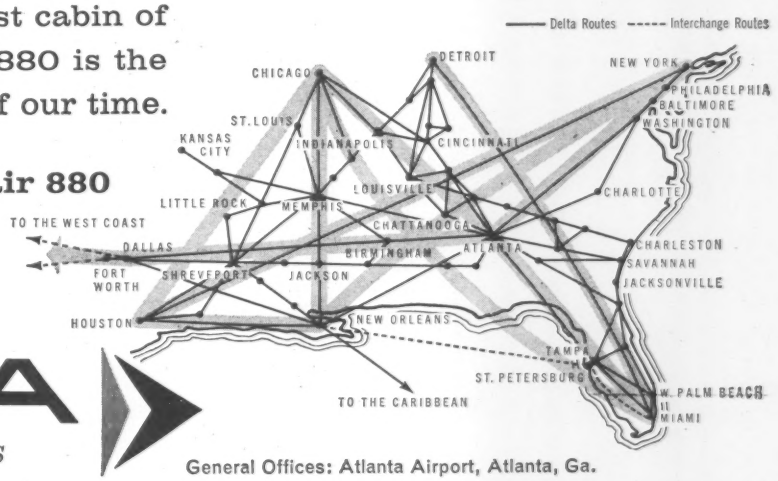
FCC Chairman Frederick W. Ford in testimony before the Senate appropriations group said 10 staffers already have been detailed to the proposed new unit (BROADCASTING, May 30) and that it will go ahead regardless of whether or not it gets the appropriations.

Delta Convair 880 — *first to fly the fastest Jet*

World's Fastest Jetliner — holder of ocean-to-ocean transcontinental commercial airliner speed record . . . averaging 667 miles an hour.

Delta was first in the world to fly this unchallenged Champion of the Jets. Convair 880's, together with a fleet of magnificent DC-8's, are expanding Delta's pattern of jet service the length and breadth of its system. Cruising at 615 mph, the 880 out-distances all other jetliners while boasting the quietest cabin of any 4-engine jet. Delta's 880 is the most advanced airliner of our time.

Delta DC-8 and Convair 880 Jet Service Routes
now or by July 1.



DELTA

The air line with the BIG JETS

General Offices: Atlanta Airport, Atlanta, Ga.

MIAMI CH 10 AGAIN REHASHED

FCC hears Justice, applicants reiterate their positions on ex parte involvement

The turbulent ch. 10 Miami tv case was back before the FCC last week in the form of oral argument on special Hearing Examiner Horace Stern's *ex-parte* initial decision. And, to the surprise of no one, all six parties involved stuck pretty close to the script outlined in submitting their exceptions to the decision.

Justice Dept. and FCC's general counsel argued that the winning applicant—Public Service Tv Inc. (WPST-TV)—and two of the three remaining hopefuls should be disqualified.

Judge Stern had recommended that former Commissioner Richard A. Mack should have disqualified himself. He also suggested that the Public Service grant be revoked and a demerit placed against both Public Service (National Airlines) and WKAT in any new hearing. He cleared North Dade, although he termed some of its activities "imprudent." He found no blemish on the character of L.B. Wilson Inc. (BROADCASTING, Dec. 8, 1958).

Daniel R. Ohlbaum, representing the Attorney General's office, told the FCC that Justice "fully accepts" Judge Horace Stern's initial decision, but would go further than the jurist by disqualifying offending applicants. He said that the law is clear when character deficiency is an issue. The FCC, he maintained, has the right to deny applications on this ground alone. It is not, as Judge Stern affirms, to be weighed with other factors. Under the circumstances, he said, the FCC cannot make a grant to these three applicants who are "disqualified as a matter of policy and of law." The issue of attempting to corrupt and influence government officials is as serious as the FCC can face. "Under the circumstances they are lucky to only lose grants," Mr. Ohlbaum felt.

Supports Justice ■ Edgar Holtz, associate FCC general counsel, strongly supported the Justice position. "We believe it fair to characterize the record as being so conclusive that any man on the street would agree with Judge Stern," he said. Mr. Holtz characterized the improper conduct of the applicants as follows:

Public Service Television Inc.: "Even if they had only *tried* to hire [Miami attorney Thurman] Whiteside, it would be enough to disqualify them."

WKAT Inc.: "Used powerful emissaries to get their grant. Their excuse was they were fighting fire with fire."

North Dade Video Inc.: "[Former FCC Chairman Robert] Jones' actions up on the hill in their behalf is enough to disqualify them. It makes no differ-

High-on-hog holiday haunts Harris

The man whose righteous and ringing denunciations against fiddling with the public interest have unhorsed people in high places and caused the lowliest disc jockey to squirm found himself on the receiving end of similar unpleasantries last week.

Rep. Oren Harris (D-Ark.), who has carved out a reputation as a champion of the American public in his Legislative Oversight Subcommittee's assorted excursions into alleged FCC irregularities, rigged tv quiz shows and payola, was charged in newspaper and magazine articles with spending the public's money in a Honolulu bar during a junket by members of the Commerce Committee in December 1957.

A copyrighted article by Knight Newspapers reporters Don Oberdorfer and Walter Pincus, also carried in *Life* magazine, charged congressmen with "living high off the public" and listed expenses by Rep. Harris, five other members of his House Commerce Committee and a staff member during a stopover at Honolulu's Royal Hawaiian Hotel during a trip from Antarctica. The stopover cost the government $851, they said House expense vouchers revealed, with 40 entries on the bill stamped "bar D-Rm" or "bar-surf" totaling more than $190. Penciled opposite each entry was the word "food," they reported.

With Rep. Harris were Reps. Steven Derounian (R-N.Y.), John Flynt (D-Ga.), Torbert McDonald (D-Mass.), Samuel Friedel (D-Md.) and Robert Hale (R-Me.). (Rep. Hale lost his congressional seat in the 1958 elections.)

Rep. Harris last week denied the bills were for liquor and said inferences to that effect were "smears" and "innuendoes."

Solid Diet ■ He said the 40 entries were for food. He has an "iron-clad" committee rule that no liquor bills are to be paid by the government, he added.

HAWAII VISITOR HARRIS
Travels with iron-clad rule

A query last week to the managing editor of the *Honolulu Star Bulletin* brought the telegraphed reply that items marked "surf-bar" at the hotel could be for liquor or food, but those marked "bar-dining room" "would be unquestionably booze and booze only ordered from bar for consumption in main dining room."

The newspaper article also indicated the hotel charged the congressmen $10 for rooms that normally rent for $18 and that at the time the Royal Hawaiian was owned by Matson Steamship Lines, noting that Rep. Harris' House Commerce Committee has jurisdiction over maritime affairs.

The reporters examined 25,329 vouchers paid by the House over the past two years, but House Clerk Ralph Roberts last week locked them up from further inspection by newsmen. House Speaker Sam Rayburn, however, said the records would again be reopened to public view. Speaker Rayburn also indicated there would be drastic reforms in expense accounting by House members.

The newspaper-magazine articles also reported that another committee member, Rep. Morgan Moulder (D-Mo.), had charged the government for expensive hotel rooms and big restaurant bills during stays in Los Angeles and New York as a member of the House un-American Activities Committee. Rep. Moulder was the first chairman of the Oversight subcommittee and was succeeded by Mr. Harris.

No matter how you look at it . . .

WSPA RADIO
FIRST IN AUDIENCE
100%
OF THE TIME!

this is: RADIO WITHOUT PEER!

WSPA is proud of being South Carolina's FIRST radio station, having recently celebrated its 30th Anniversary, but, WSPA is not only FIRST in age, but also in Public Service and Audience Loyalty!

PULSE has just completed a 6 county survey (the heart of the rich Piedmont) with $699,101,000.* buying power. This survey shows WSPA LED IN EVERY QUARTER HOUR FROM 6 A.M. TO 11 P.M. Monday through Friday! **That is 100% leadership!**

During its 30 years of service WSPA has gained audience loyalty by presenting outstanding local broadcasting personalities, such as; Cliff Gray, Jane Dalton, "Cousin Bud" and others, with high quality local and public service programming, unsurpassed news and the best from CBS.

WSPA proves that RADIO WITH MATURITY commands the largest audience, renders the best public service and **sells best for the advertiser!**

* SRDS, Mar. 1960

NATIONAL ASSOCIATION OF BROADCASTERS
A GOOD PRACTICES STATION

WSPA RADIO

SPARTANBURG, S.C.— *Owned and Operated by the Spartan Radiocasting Co.*

AM—FM—TV

Represented Nationally by: GEORGE P. HOLLINGBERY CO.

ATTENTION ! ! ! SMALLER COMMUNITIES—U. S. A.

NOW COMMERCIAL or EDUCATIONAL TELEVISION

UHF or VHF *LOW POWER LOW COST*

"Ruggedized Simplicity"

Someday your community MUST and WILL have a LOCAL television station for LOCAL EXPRESSION and/or Education.

Electron Corporation is proving daily that be it UHF or VHF—Here is a sensible investment—LOW COST HIGH QUALITY extremely reliable TV equipment.

—Scoreboard—

In Operation	In Process	Before the FCC
KRET-TV Richardson, Texas	KRNM-TV Roswell, New Mex.	Flagstaff, Ariz.
Key West, Fla. (Video-cable only)	KCDA-TV Douglas, Ariz.	Alamosa, Colo.
	Grand Island, Neb.; Santa Fe, New Mex.	Missoula, Mont.
		Lamar, Colo.
		Gallup, N.M.
		Salina, Kansas
		Springdale, Ark.
		Key West, Fla.
		Ft. Smith, Ark.

IMAGINE!!!

FOR **MUCH LESS** than the cost of any competitive TV Station ***ALONE*** Electron will supply . . .

- A Complete FCC Approved TV Station with guaranteed coverage
- FCC Application processing
- All necessary converters to convert your community (if UHF)
- Engineering and installation
- Year to Year technical service
- Aid in obtaining special filmed programming packages

INVESTIGATE NOW! ! !—DO NOT DELAY—THIS IS 1960! ! !

ELECTRON CORP. A Subsidiary of Ling-Altec Electronics, Inc.
P.O. Box 5570—Dallas, Texas

United Press International news produces!

ence whether or not he accomplished anything up there."

North Dade Video Inc., protested that Mr. Jones was hired "to neutralize pressures and counteract rumors" among congressmen who had been approached on the case. The applicant asserted that Judge Stern had found no attempt, either directly or indirectly, on the part of North Dade "to influence improperly."

Public Service Counsel Norman Jorgensen said that Mr. Whiteside had been approached by the company in 1955 to be retained on a salaried basis. He refused money, counsel said, but his promise to help was "considered to be a polite way of refusing employment. Whiteside was acting for Whiteside and nobody else."

Filing Soon ■ WKAT Inc. Counsel Paul A. Porter said that it will be filing an amended application to show the death of its sole owner, A. Frank Katzentine who died March 27. Mr. Katzentine went to former Commissioner Mack, whom he knew intimately, and begged him to desist from any influence in the case or disqualify himself, WKAT asserted. "Mr. Mack refused and was exposed," it said. The commission refused to allow Mr. Porter to make Mr. Katzentine's death an issue in the proceeding.

L.B. Wilson Inc., represented by Counsel Robert A. Marmet, will be the sole remaining applicant if the others are disqualified. He asked that the FCC issue a modified order making a grant to Wilson. It was pointed out that Judge Stern found Wilson to be the only applicant that could be granted at this time.

The FCC, which in some instances of late has been issuing staff instructions 24 hours after oral arguments, did not take an immediate vote on Miami case.

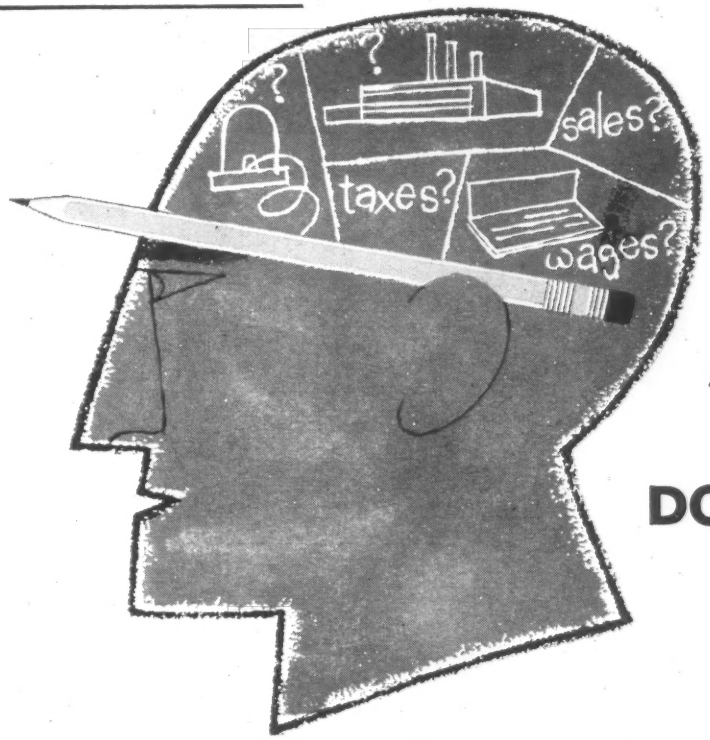
FCC commissioners present included Chairman Frederick W. Ford and Commissioners Rosel H. Hyde, John S. Cross and Robert E. Lee. Two commissioners were absent: Robert Bartley, who is in London at an international conference and T.A.M. Craven, who disqualified himself from the case.

Miami ch. 7 rehearing scheduled for June 13

Rehearing of a second Miami tv grant—ch. 7, as distinguished from ch. 10—because of *ex parte* contacts with members of the FCC, will begin in Philadelphia next Monday (June 13) before Special Hearing Examiner Horace Stern.

Ch. 7 was awarded to Biscayne Tv Corp. (WCKT [TV]) in 1956 over three other applicants. Charges of improper approaches to members of the FCC

SHARPEN YOUR PENCIL



HOW GOOD A BUSINESS HEAD DO YOU HAVE?

Have you ever wanted to run a business? Ever thought you could do it better than the boss? Here's a chance to test yourself on financial matters.

RUNNING ANY BUSINESS, no matter what its size, boils down to this: During the year you take in so much. Out of it you buy materials and services. You pay salaries and wages, taxes, rents and so on. You also set aside something for expansion and improvements. Choose one of the figures given below in each category and enter it in the box. Then, after you have filled in all the blanks, see how your figures compare with the actual costs of running a business.

1. Sales and other income. The amount Standard Oil received from customers plus all other income totaled $1,918,000,000 last year. Enter that at the top of the statement.

2. *Things we bought and used, plus charges made for wear and tear.* We purchase everything from structural steel to rubber bands from 32,000 companies, large and small, in hundreds of American communities. What was the total? A. $10,000,000. B. $1,412,000,000. C. $467,000,000.

3. *Wages, salaries, benefits.* This may surprise you! A. $348,000,000. B. $34,800,000. C. $19,000,000.

4. *Taxes (excise taxes not included).* A. $81,000,000. B. $47,000,000. C. $300,000.

5. *Profits. (Total 2, 3 and 4. Deduct from 1.)*

6. *Profits used for improvements.* To progress, a business must plow back earnings into improvements. If *you* were the chief executive of Standard, how much would you put aside? A. $5,000,000. B. $150,000,000. C. $85,000,000.

7. Dividends paid shareowners. What is *your* answer?

The Correct Answer to No. 7 is $55,000,000. (You were right if you entered the following: 2.B; 3.A; 4.A; 5. $140,000,000; 6.C.) If you held shares of Standard Oil stock, the value of the dividends you received was $1.93 per share in 1959. Standard has paid dividends for 67 consecutive years —making our company good to work for, deal with and invest in.

What makes a company a good citizen?
One test of good citizenship is a company's desire to keep customers, employees, stockholders, and the public informed on how it works and where its money goes.

1. SALES AND OTHER INCOME	$_____
COSTS (What we spent)	
2. Things we bought and used (includes wear and tear)	$_____
3. Wages, salaries and benefits	$_____
4. Taxes (excise taxes not included)	$_____
TOTAL COSTS (Add items 2, 3, 4)	$_____
5. TOTAL PROFITS (Deduct total costs from item 1)	$_____
6. IMPROVEMENTS (Deduct this amount from item 5)	$_____
7. DIVIDENDS PAID SHAREHOLDERS (What's your answer?)	$_____

The petroleum industry is a source of tremendous income from taxes for federal, state and local governments. From Standard Oil Company alone, government got $391,000,000 last year from excise taxes paid by motorists on petroleum products. This figure is in addition to the amount to be shown on Line 4 above.

STANDARD OIL COMPANY
(INDIANA)

STANDARD
THE SIGN OF PROGRESS... THROUGH RESEARCH

"Mein Herr, jawohl, durch...

$$\psi(x) = \frac{1}{\sigma(2\pi)^{1/2}} \exp\left(-\frac{1}{2}\ \frac{x^2}{\sigma^2}\right)\ldots"$$

"El próximo año

$$P = \frac{A}{A\text{-}B} E_{N,A} - \frac{B}{A\text{-}B} E_{N,B}\ldots"$$

7200 idea-exchangers in

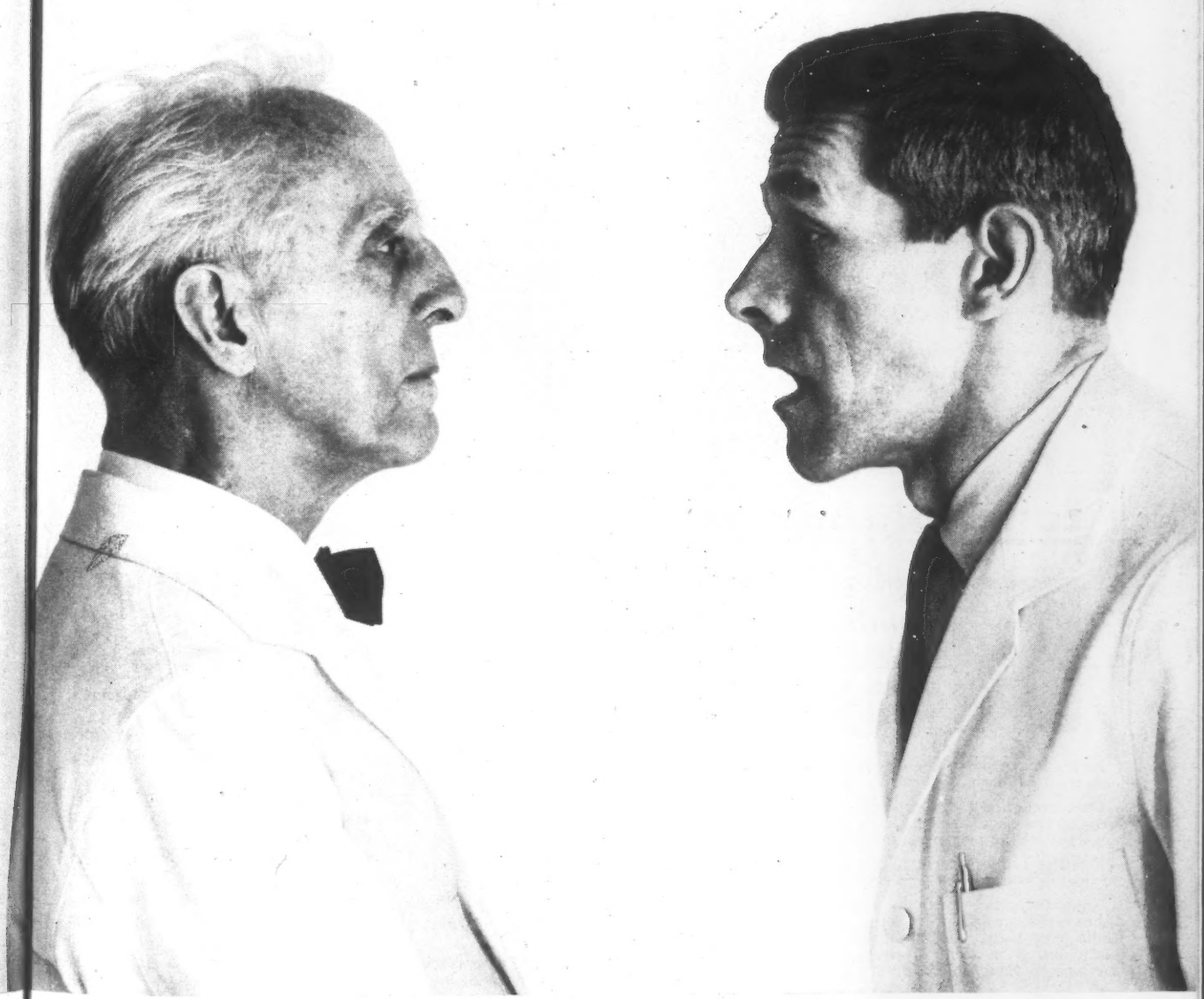
Each of ITT's 101 plants and laboratories (a total of 136,000 employes) is, by the nature of ITT's farflung organization, a meeting place for the scientific minds of the world. Ideas pour in, rub shoulders, take off, result in: a fully automated post office in Providence, R. I. ... a multiplier tube that detected water vapor on Venus... a

RESEARCH & DEVELOPMENT / ELECTRONIC EQUIPMENTS / AIR & MARINE NAVIGATION / ELECTRONIC COMPONENTS / MILITARY-SPACE ELECTRONICS

"S'il vous plaît...

$$H(x) = \sum_{i}^{n} p_i \log \frac{1}{p_i} = -\sum_{i}^{n} p_i \log p_i \ldots$$"

"Thank you, gentlemen.
Your experience in
your countries has been
of infinite value to us.
In a few years, I think fully
automated post offices are going
to be as American as apple π."



24 countries work for ITT.

satellite system that could make worldwide TV a matter of a few years. As a signal can be bounced from one planet to another, so can an idea grow in bouncing from one mind to another. International Telephone and Telegraph Corporation, 67 Broad Street, New York 4, N. Y.

ITT

COMMUNICATION SYSTEMS / ELECTRON TUBES / DATA PROCESSING / AUTOMATION SYSTEMS / SYSTEM MANAGEMENT / COMPLETE FIELD SERVICES

were aired before the House Legislative Oversight Subcommittee in the spring of 1958 and the case later was one of several returned to the commission by the courts.

Ben Fuqua, Florida Power & Light Co. executive and close personal friend of former FCC commissioner Richard A. Mack, will be called as the first witness by Edgar W. Holtz, commission associate general counsel. Others definitely scheduled to testify include Niles Trammell, president-general manager and 15% owner of Biscayne and former president of NBC; John S. Knight, publisher of the *Miami Herald* and 17.5% owner of WCKT; John D. Pennekamp, *Miami Herald* associate editor; Perrine Palmer, Miami businessman and friend of Mr. Mack; Jack Stein and Leo Adeeb, principals in South Florida Television Inc., one of the unsuccessful applicants; Miles Draper, Tampa attorney, and Richard Mead, principal in East Coast Television Inc., another unsuccessful applicant.

Possible alternative witnesses include A. Roy Cohn, New York attorney and one-time counsel for the Senate (McCarthy) committee investigating communists in government; James M. Cox Jr., publisher of the *Miami News* and 25.5% owner of WCKT; Arthur W. Scharfeld, Washington attorney who was counsel for East Coast Television, and Bill O'Neil, Miami businessman who was approached to become a stockholder in South Florida Television. Mr. O'Neil is the brother of Thomas F. O'Neil, president and chief owner of RKO General stations.

The fourth applicant in the Miami ch. 7 proceeding was Sunbeam Television Corp., headed by Miami businessman Sidney Ansin.

STEP FORWARD FOR PAY TV

FCC approves RKO purchase of WHCT(TV)

First step in the move to put subscription tv on the air was accomplished last week when the FCC approved the sale of ch. 18 WHCT (TV) Hartford, Conn., to RKO General Inc.

RKO General and Zenith Radio Corp,. Chicago radio-tv manufacturer and developer of the Phonevision system of pay tv, plan to use WHCT as the originating station for a $10 million, three-year tollvision test (BROADCASTING, April 4).

The FCC unanimously approved the WHCT assignment last Wednesday (June 1).

RKO General bought the Hartford independent for $150,000 plus $242,200 for a 10-year lease on physical property. The agreement includes an option to buy the leased property after four years for $570,000. The station was owned by Edward D. Taddei and associates. At one time the ch. 18 facility had been jointly owned by RKO General and the *Hartford Times*.

In preparation is a formal request to the FCC for permission to begin operating WHCT on a pay tv basis. The documents were filed with the commission last Friday (June 3).

Pay Tv as Supplement ■ RKO General intends to operate the ch. 18 Hartford facility as a regular, non-network affiliated station and to offer special programs on a pay basis.

Under the RKO General-Zenith arrangement, the broadcaster will be the Phonevision franchise holder in the Hartford area. It will be responsible for station time, programs and staff.

Zenith will cooperate closely with RKO General. It will supply encoders and decoders. The decoders will be sold to RKO General, but will be leased by the broadcaster to the public.

Arrangements for programming have not yet been made public. The only information which has been released indicates that program supply will include Grade A feature movies, sports, theatrical and special events.

Operation of on-air pay tv must first be approved by the FCC. The commission's requirements for subscription tv were issued in March 1959. They include a number of limitations, including:

- Only one system may be tested in a city and only one city may be used by each system.
- Pay tv may be demonstrated only in cities which receive at least four regular tv signals.
- Toll tv must not interfere with or degrade regular broadcast signals.

Must Start With 2,000 ■ The agreement between RKO General and Zenith provides that RKO General will begin broadcasting pay-as-you-see tv as soon as 2,000 subscribers are signed up. It also gives RKO General the right to institute Phonevision operations in a total of five markets if pay tv catches on.

RKO General owns WNAC-AM-TV and WRKO (FM) Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco and WGMS-AM-FM Washington, D.C.

Editorial Leadership:

radio's best way to build community respect and sales!

DANIEL W. KOPS, President
WTRY · WAVZ

Radio has proved itself to be America's most effective *advertising* medium.

Less recognized, but coming to the fore, is the fact that radio is just as powerful as an editorial medium.

For the highest form of community service is *community leadership.*

American cities today have the most aggravated problems in our history. Radio editorials, serious interest and participation in local affairs can lead the way to their solution.

Working from this philosophy of community responsibility; here are a few of the things achieved by editorializing on WAVZ and WTRY.

Turned a pig farm into a 300 family housing project.

Urged federation of all local fund raising. New records were established in resultant drives.

Redevelopment of downtown business districts and other areas. Now, projects totaling hundreds of millions of dollars are changing the faces of these cities.

Construction of a modern airport terminal.

These results have built a greater awareness of WTRY and WAVZ, bigger audiences *and* greater sales.

The conclusion: responsible EDITORIAL LEADERSHIP is radio's job. It is also radio's best way to build respect *and* sales.

WAVZ · WTRY

NEW HAVEN, CONN. · ALBANY, SCHENECTADY, TROY, N. Y.

total RADIO

Exclusive WWJ studio at Eastland Shopping Center

features Driving Time Star

JOHN LYNKER 4:00-6:00 P. M. Weekdays

On the air when Detroit streets and expressways are jam-packed—and on many days, immediately following WWJ's Tiger Baseball broadcasts—John Lynker smoothly entertains and solidly sells the big-earning, big-spending "Bumper to Bumper Club."

Rush hour features are the WWJ Melody Parade, WWJ News, NBC News and Emphasis, Boating Tips, and other timely information. And because the program originates at the special WWJ studio at Eastland Shopping Center, attractive product displays are available to advertisers.

For a sizzling sales curve this summer, ask your PGW Colonel to include WWJ's popular John Lynker in your Detroit schedule.

WWJ AM and FM RADIO

Detroit's Basic Radio Station

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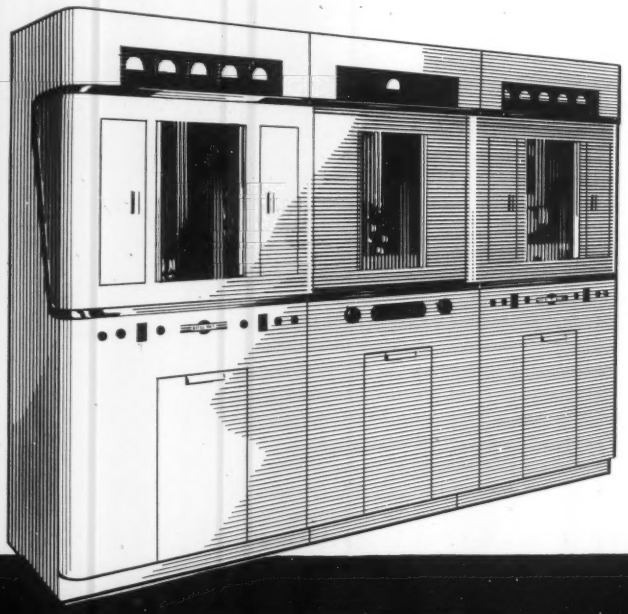
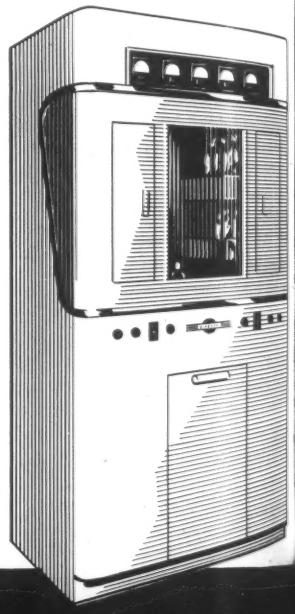
COLLINS TRANSMITTERS

off the air fewer times than any other transmitter! ***A survey of 1,024 radio stations shows that Collins AM transmitters are forced off the air fewer times than any other transmitter. This survey, conducted by Industrial Marketing Services, an independent research organization, points up the consistent dependability which makes Collins the quality name in broadcast equipment.***



21E/M



20V-2
550A-1
300J-2

Clear, sharp, low distortion signals . . . proof of quality in Collins AM transmitters

21E/M

This 5/10 kw transmitter is the most economical and dependable available. Features: extremely stable vacuum type crystals which eliminate the need for crystal ovens; easily accessible, conservatively rated components; forced air cooling to assure long tube life; compact size; attractive styling and finish.

The 21E/M is easily serviced and maintained, thus keeping lost air time to a minimum. Transmitter adjustments may be made while on the air by the easy removal of access covers on the front. Circuitry is simplified, with only ten tube types used. In keeping with this modern concept, a thermal time-delay circuit is employed. After a momentary power interruption the carrier can be returned to the air immediately.

The control circuits feature flexibility, operating convenience and optimum equipment protection. Automatic sequencing is also a feature of the 21E/M operating controls.

Meter panels are tilted at an angle for ease of operation and observation of transmitter performance. The driver unit on the 21E/M has separate power supplies for high voltage, low voltage and bias.

20V-2, 550A-1, 300J-2

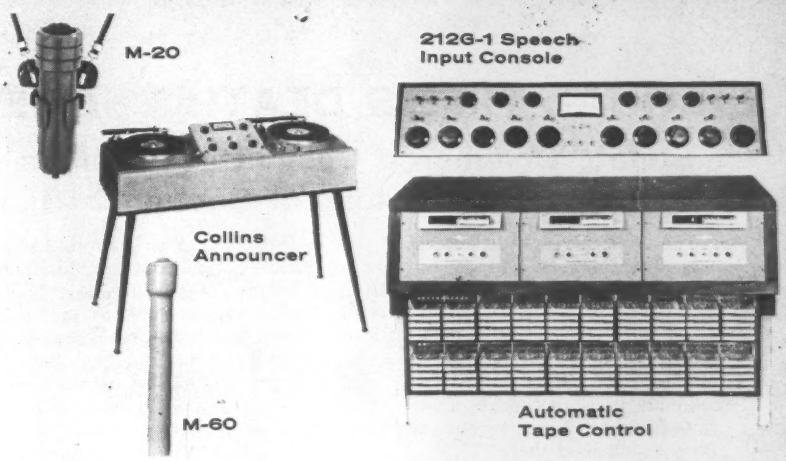
These transmitters are each housed in a single identical cabinet and are basically alike except for power output. They have many of the features found on the 21E/M, including: stable crystals which eliminate crystal ovens; easily accessible, conservatively rated components; cooling systems; simplified circuitry; thermal time-delay relay; and flexible, convenient controls. There are only seven different, high efficiency tube types used in these transmitters.

One heavy duty high voltage power supply is used for the modulator and final amplifier. A separate low voltage supply feeds the modulator screen grids in addition to the plates and screen grids of the other RF and audio tubes. The bias supply provides approximately 100 volts for the modulator and power amplifier bias and lesser voltages are provided for other biasing throughout the transmitters.

20V-2—1000/500 watt
550A-1—500/250 watt
300J-2—250/100 watt

A Collins Power Increase Package makes possible overnight conversion of any Collins transmittter to higher or lower power.

other dependable Collins Broadcast Equipment



M-20 LAVALIER MICROPHONE — Dynamic and omnidirectional with smooth response from 60-18,000 cps. Output level: —57 db. One inch in diameter and four inches long; weighs only 3½ oz. This economical microphone is ideal for use by announcers at remote broadcasts and sports events, and by engineers in the control room or wherever freedom and mobility are required.

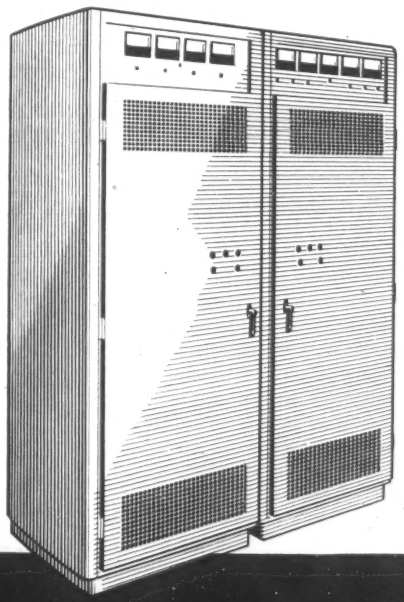
COLLINS ANNOUNCER — Complete three-channel studio console facilities in this 68 lb. remote unit. Has two Collins TT-200 turntables. Easily carried in trunk or rear seat of car. May serve as the nucleus of a recording studio or remote broadcast studio.

M-60 REMOTE MICROPHONE-AMPLIFIER — One hand-size unit combining a one channel remote amplifier and dynamic omnidirectional microphone. This unit is entirely self-contained. Has a transistorized amplifier, mercury battery, lavalier clip and earplug headphone. Features a 600-ohm balanced output, and microphone response of 60-20,000 cps. Amplifier has a frequency response from 60-15,000 cps with less than 2% distortion at 12 dbm output.

212G-1 SPEECH INPUT CONSOLE — Controls simultaneous broadcasting and auditioning any combination of 9 of 13 inputs. Also, monitors program auditions or remote lines, and controls speakers and warning lights.

AUTOMATIC TAPE CONTROL — Completely automatic broadcasting of announcements and programs. Segments up to 31 minutes in length may be played without threading, cueing or rewinding tapes. Remote control circuitry is provided and tone bursts from one tape may be used to trigger tapes in companion units. Collins Automatic Tape Control is the most copied unit on the market today.

The equipments shown are only a few in the complete Collins line. Whatever your broadcast needs — from microphone to antenna — specify Collins, your one complete source for high fidelity, high quality broadcast equipment.



New FM Transmitters

Collins now offers four new, custom-tested FM transmitters with power outputs of 250, 1,000, 5,000 and 10,000 watts. Power increase packages are available to increase the 5 kw and 10 kw transmitters to 7.5 kw and 15 kw, respectively.

These compact, FCC type-approved transmitters are tested on the customer's channel so that operation may begin immediately after installation. Distortion on all four transmitters is very low: .5% at 100-7500 cycles; 1% maximum at 50-15,000 cycles.

FM Transmitters also feature: self neutralization; push buttons for easier operation; and attractive, easy to read front panel meters. These transmitters are designed for remote control and FM multiplex operation.

Call or write your Collins representative for complete information about Collins Broadcast Equipment or write for your free copy of Collins Broadcast Equipment Catalog. All Collins Broadcast Equipment is available through the TEL Leasing Plan.

Collins Broadcast Sales Representatives:

CALIFORNIA — 1510 W. Verdugo, Burbank; Victoria 9-6041.

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INDIANA — Route 2, Roanoke; Eastbrook 3133.

IOWA — 5200 C Ave. N.E., Cedar Rapids; Empire 5-8411.

MISSISSIPPI — P.O. Box 1194, Jackson; Fleetwood 4-3645.

MISSOURI — 628 S. Rock Hill Road, St. Louis 19; Woodland 1-2284.

NEW YORK — 261 Madison Ave., New York 16; Murray Hill 7-6740.

TENNESSEE — P.O. Box 547, Gatlinburg; Gatlinburg 733.

TEXAS — P.O. Box 1891, Dallas 21; Adams 5-4511.

WASHINGTON — 939 White-Henry-Stuart Bldg., 1318 4th Ave., Seattle; Main 2-8278.

WASHINGTON 9, D.C. — 1825 Connecticut Ave. N.W.; Decatur 2-9211.

CANADA — 11 Bermondsey Road, Toronto 16, Ontario; Plymouth 7-1101.

OUTSIDE NORTH AMERICA — International Division, P.O. Box 1891, Dallas 21, Texas, U.S.A.; Adams 5-4511.

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

EQUAL TIME'S DEATH THROES?

Senate Commerce Committee favors move to suspend provisions of Section 315

The odds increased last week on the possibility Congress will give broadcasters a chance to prove what they have long contended: that they can present the Democratic and Republican presidential nominees to the U.S. listening and viewing audience on a fair and equitable basis in formats that will be most likely to attract viewers and least likely to alienate them.

The Senate Commerce Committee on Wednesday gave almost solid approval and sent to the Senate for vote a resolution that would suspend Sec. 315 for this campaign year where presidential and vice presidential candidates are concerned and thus free broadcasters and the networks from demands by minority group candidates for equal time.

The committee action came promptly after approval of the resolution the previous afternoon by its Communications Subcommittee, which drafted the resolution as a substitute for a much more controversial measure (S 3171) that would require the tv networks and tv stations to give free time to major party presidential and vice presidential nominees this fall. The resolution was drafted in the subcommittee after staff consultation with the networks, who long have held they can do the best job of presenting aspirants for the nation's highest offices if they can do it their own way, free of Sec. 315 equal time requirements (BROADCASTING, May 30).

Whereas, S 3171 applied to tv only, the resolution includes radio, too. It would be effective only through the 1960 campaign and provides that the FCC report to Congress by next March 1 on how the trial suspension worked, with any recommendations it may have for amending Sec. 315 (i.e., repealing equal time provisions for presidential or vice presidential nominees, or for candidates for other offices; alternatively discussing a new "free time" bill, etc.).

The Opposition ■ Approval of the resolution Wednesday morning apparently was opposed by only one committee member: Sen. Ralph W. Yarborough (D-Tex), who heads the three-man "Watchdog" (Freedom of Information) subcommittee of the Communications Subcommittee of which John O. Pastore (D-R.I.) is chairman.

Sen. Yarborough opposed the resolution because committee members would not agree to his proposal to delay approving it until the FCC has reported on its questionnaire to television stations asking their planned policies and practices on political broadcasting this fall (BROADCASTING, May 23). Deadline for station replies was set for June 6 by the FCC.

But the Senate group did incorporate an amendment offered by Sen. Yarborough to the original draft providing that "nothing in [the resolution] shall be construed as relieving broadcasters from the obligation imposed upon them . . . to operate in the public interest."

Sen. Yarborough plans to write individual views to be included in the committee's report, not ready as of late Thursday. His watchdog group was formed April 14 to keep an eye on political broadcasting during this year's campaign and is ordered to make a report after the elections on whether broadcasters were fair in presenting candidates. The resolution (S Res 305) forming the watchdog unit and providing funds for it is still on the Senate calendar awaiting floor action, however.

Last week's resolution also encountered some opposition at the Pastore subcommittee's meeting Tuesday, from Sen. A.S. Mike Monroney (D-Okla.), who wanted to amend it to require the FCC to act as a "referee" to see that broadcasters don't abuse the discretion they would be given by the measure. But he was voted down by other members, who felt this would amount to censorship.

The suspension resolution requires approval by the Senate, House and the President before it would go into effect.

Renomination of Lee: Has the way cleared?

If Democrats on the Senate Commerce Committee are delaying Robert E. Lee's renomination to the FCC, as Republicans charge, because they want Independent William P. Connole to remain on the Federal Power Commission, that obstacle was removed last week. Mr. Connole announced he doesn't want to serve any longer after his term expires June 22.

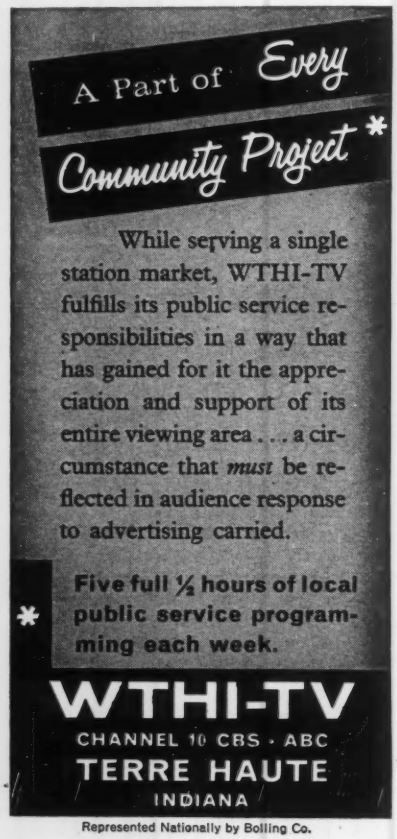
Chairman Warren G. Magnuson (D-Wash.) said after a committee meeting May 25 that the Lee nomination was being held up by the committee pending House action on a Senate-approved bill (S 1965) under which an FCC or FPC member whose term expires would continue serving until his successor is appointed and qualifies (BROADCASTING, May 30).

The committee (Democratic majority) took this stand, Sen. Magnuson said, because the new term would run into a new executive administration. If the bill is enacted, President Eisenhower can give Mr. Lee a recess appointment lasting till some time next year; if it isn't the committee will deal with the Lee problem in another way, Sen. Magnuson said.

But a GOP spokesman said not one committee member opposed Mr. Lee for a new term; that he was the victim of politics involving Mr. Connole, the Democrats favoring Mr. Connole and opposing the President's nominee, Thomas A. Donegan, to succeed him on the FPC. But he still felt Mr. Lee would get his chance at a Senate vote.

The House Communications & Power Subcommittee headed by Rep. Oren Harris (D-Ark.) holds hearings on S 1965 tomorrow (Tuesday) at 10 a.m.

If Democratic partiality to Mr. Connole was the key to the committee's deferment of action on the Lee nomination, Mr. Connole's decision of last week not only would clear the way for a Senate vote on Mr. Lee, but also might encourage the President to nominate a successor to the vacancy created by the resignation of former Chairman John C. Doerfer.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While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that must be reflected in audience response to advertising carried.
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GULF PRESS CONFERENCE 11

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

Oil's amazing building blocks

Oil used to mean fuel and lubrication—and that was it. But the oil industry has known for years that the gases given off in refining could also be processed into valuable chemicals. Only with the advent of modern refining has it become economical to make the most of these gas and liquid fractions. Today's refineries produce enough raw materials to feed a new kind of oil-chemical industry. We call that industry *petrochemicals.*

Q. Would you identify some things that trace their origin to oil?

A. The polystyrene in your hairbrush handle is petrochemical. So is the melamine in plastic dinnerware. The synthetic detergents you wash the dishes with. The polyester fibers in the clothes on your back. The polyethylene in squeeze bottles. Petrochemicals may turn up in boats, football helmets, fertilizers, paints, explosives or sandwich wrap, to name but a very few uses.

Q. What brought about this great activity in petrochemicals?

A. It began partly with World War II. The frantic hunt for synthetic rubber, explosives and high octane gasoline components put petrochemical development on a crash basis. Butadiene and styrene were needed in large quantities for synthetic rubber. Eighty-five percent of all rubber in the War was synthetic. Today, better than 90% of passenger car rubber is petrochemicals.

Q. You indicated petrochemicals owe their success to more than the War?

A. Yes, in large part they owe their rise to new refinery processes such as catalytic cracking. Besides boosting gasoline octane ratings, "cat cracking" upped the output of gas residues from which petrochemicals are made. It takes a tremendous investment in refinery equipment to transform that gas into petrochemicals. But this increased source of supply made such an investment economical.

Q. Does this transformation take place at the refinery or elsewhere?

A. It starts at the refinery. Here the gases and liquid fractions undergo a costly process of upgrading. They are then delivered in compressed gas or liquid form to chemical companies. There these molecular building blocks are rearranged into an almost limitless number of compounds never before known to man. Matter as hard as steel, elastic as a rubber band, buoyant as cork.

Q. Earlier you mentioned rubber. What other industries have been affected by petrochemicals?

A. The chemical industry itself, for one. In 1920, there were two chemical plants producing 75 tons of petrochemicals. Today, there are many hundreds producing some 20,000,000 tons per year. This is one-third the volume of all chemical production in the U. S. Or, look at these figures. Synthetics from oil now add up to 75% of all soap and detergent sales. Ninety percent of U. S. fertilizer nitrogen is obtained from petrochemicals. Synthetic fibers make up about 10% of all textile production, and that figure is growing rapidly.

Q. How fast is the petrochemical industry growing over-all?

A. All through the 1950's the industry grew at the phenomenal rate of 14% a year, as against 4.1% for the all-industry average. The growth rate, economists tell us, should continue at a healthy 8 to 10% yearly clip in the 1960's.

Q. Has Oil felt this boom to the extent the chemical industry has?

A. Petrochemicals use the equivalent of about 60,000,000 barrels of oil a year. That is about a barrel in every 50 of crude produced. That barrel however, supports a petrochemical industry worth $6.7 billion in capital investments and employing over 150,000 people.

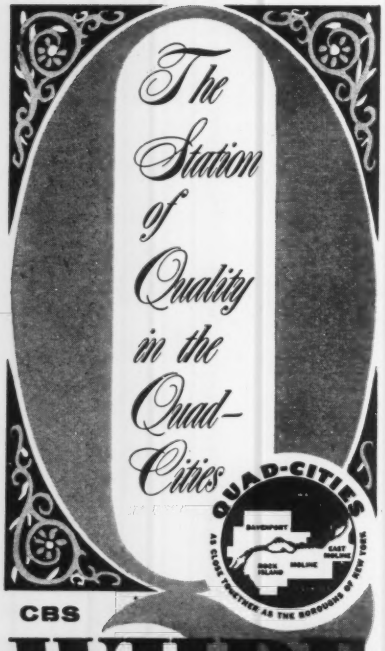
Q. What petrochemical products are we likely to find in our future?

A. That is hard to pin down. Based on our present knowledge, petrochemicals *could* replace many hundreds of items that are now made with natural resources. Plastics, for instance, will wind up in more and more products now made of wood, metal, ceramic, paper and glass. But the really exciting future of petrochemicals may very well lie in the discovery of products that don't even exist at the present time.

Q. This indicates a great need for continuing research, doesn't it?

A. The research laboratory is the heart of the petrochemical industry. Oil companies are putting $45 million a year into petrochemical research so we may continue to find exciting new uses for oil. Our research people would be the very first to tell us that present achievements in petrochemistry are only a start. Synthetic foods, indestructible bridges, engines that never wear out—they may all be in Oil's future. And that future's limited only by man's imagination.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.



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FALL MAY BE A LITTLE LATE

Producers, agencies, networks agree to use re-runs if WGA strike continues

The three television networks were reported last Thursday (June 2) to have agreed to a proposal by leading tv film producers to schedule re-run film product at the outset of the new fall season. The Writers Guild of America strike against tv film producers has produced a scarcity of films and scripts for the new season.

The producers held an earlier meeting on Wednesday (June 1) with representatives of six major advertising agencies. Agency officials told the producers that if the networks agreed to delay the start of the new season, they would recommend to their clients that they go along with the re-run plan. It was understood that agencies had discussed the predicament with sponsors and the latter were inclined to accept re-run films until new product becomes available.

Officials of networks, agencies and production companies declined to discuss the meetings but acknowledged they had been held. Among the producers who were reported to have pushed the re-use pattern and were represented at the meetings: Four Star Films, Revue Productions, Screen Gems, 20th Century-Fox, Warner Bros. and UA-Ziv.

Stalemate ■ Meanwhile, in Hollywood neither WGA nor the Alliance of Television Film Producers and the Assn. of Motion Picture Producers, who have been negotiating jointly on the terms of employment of writers for tv films, made any move to resume discussions. At the close of the previous week, ATFP and AMPP withdrew all offers that they had made to WGA during the months of negotiations, following the rejection of several different offers by the tv-writer members of the Guild. If this left the next move up to WGA—and the producers pointed out that every negotiating session held since the strike began Jan. 16 had been called by them—the Guild officials seemed content to sit still for the present. Their reasoning seemed to be that with the time to get filmed programs ready for fall showing already uncomfortably short, the producers would be forced to seek peace by making more concessions to the writers.

Specifically, WGA seemed to expect the increase in minimum, the welfare fund and the other things already offered (BROADCASTING, May 23), plus a percentage of the proceeds of the sale of tv films abroad, effective immediately. This the producers have not offered independently. It would be included in the overall royalty plan of paying writers offered as an alternative to the present system of a flat payment for the first use of a tv script plus residual payments for each re-run. The royalty plan would give writers a percentage of all revenues from the tv films, foreign as well as domestic. But the writers turned this plan down as they had the earlier offers.

Union-busting Charged ■ When the producers turned to the agencies instead of back to WGA, the Guild immediately wired a protest to the American Assn. of Advertising Agencies, asking assurance "that no member of your organization is planning to attend the projected meeting" and expressing confidence that "you and your sponsor clients would not wish to be identified in any way with an action which might be construed as an attempt on the part of industry to smash a labor union."

Meanwhile, the screen writers branch of WGA was earnestly endeavoring to settle their strike against the producers of films for theatrical exhibition. Major point of dispute here is pay tv, which producers maintain is merely an extension of the theatrical box-office, but writers see as a new use calling for additional payment. A seven-hour bargaining session Wednesday (June 1) which concluded with agreement to meet again Friday (June 3) was taken to indicate that progress toward a new contract is near.

New programming firm enters the field

The establishment of Programs for Television Inc., New York, as a new tv film production-distribution company was announced last week by partners Leonard Loewinthan, president; Everett Rosenthal, executive vice president in charge of programs and production and Michael M. Sillerman, executive vice president in charge of sales.

The new company's first major acquisition is the U.S. distribution rights to 38 J. Arthur Rank features for a down payment of $1 million. The films include "To Paris With Love," with Alec Guiness; "Doctor In the House," with Kay Kendall and Dirk Bogarde; "The Lady Killers," with Alec Guiness and

Peter Sellers; "The Wicked Lady," with James Mason and Margaret Lockwood; "Doctor At Sea," with Brigitte Bardot and Dirk Bogarde and "The Love Lottery," with David Niven.

Programs for Television also has the distribution rights to 50 half-hours of the *Court of Human Relations* and 130 five-minute art lessons for children. Company plans are to produce other program series in association with groups of legitimate stage producers and film producers.

Mr. Rosenthal started in radio production in 1945 with *The Big Story* and *Warden Lawes*, and later produced *The Big Story* live on tv and other action-adventure series. Mr. Loewinthan was associated with Mr. Rosenthal in his tv activities. Mr. Sillerman is a long-time sales executive in radio and television, having served as originator and president of the Keystone Network. At various times, he has been a sales executive with Ziv; a founder of Television Programs of America and president of NTA Program Sales. The new company is located at 1150 Ave. of the Americas, New York 36, N.Y. Telephone is Yukon 6-3650.

Trans-Lux launching three cartoon series

Trans-Lux Television Corp., New York, which slowly has been edging into the tv film production business, last week said it plans to invest $4 million in the production and promotion of three cartoon series over the next two years.

Approximately $1.5 million has been earmarked for a new color cartoon series, *Willie McBean and his Magic Machine*, a children program of 260 five-minute episodes to be produced in Toronto by Arthur Rankin Jr., president of Video Crafts Inc., New York. About $750,000 will be allocated to a five-minute *Rube Goldberg* series, consisting of 130 black-and-white segments of Goldbergian "inventions," produced in a mixture of animation and live action by producer George George in Hollywood. In addition, a total of $1.5 million will be spent on Trans-Lux's first entry into tv production *Felix the Cat* series, of which 104 four-minute episodes of a projected 260 already have been produced (*Felix* has been sold in more than 50 markets).

Production on *Willie McBean* is scheduled to start in the late fall in time for distribution early next year. The timetable for the *Rube Goldberg* project is about three months behind *Willie McBean*, according to Richard P. Brandt, president of Trans-Lux Television Corp. Approximately $250,000 will be spent to advertise and promote the company's tv properties, he said.

applied ingenuity in broadcast magnetic tape devices

AUTOMATIC SYSTEM OF DELAYED TAPE RECORDING

N.Y. 6 P.M.

A new field of recorded programming has been created by Telectro's development of an automatic delayed tape recording/reproducing system for the National Broadcasting Co. The new system relays broadcast programs to time zones one hour or more behind the area in which the "live" program originated.

CHI. 6 P.M.

System records the original program and "holds" or delays the signal for one or more hours before it is released over the network. Equipment is foolproof, reliable, and completely automatic. The Recorder's frequency response is 25-10,000 c/s ±2db at 7½ ips; or 25-15,000 c/s ±2db at 15 ips. Play-back pre-amplifier features signal-to-noise ratio of better than 60 db below one per-cent tape distortion. For full technical details write to Broadcast Products Division.

TELECTRO INDUSTRIES CORP.
35-18 37th Street, Long Island City 1, New York

PAY TV ON CABLE
TelePrompTer offers title bout to viewers

TelePrompTer Corp., New York, which is exploring ways to adapt community television operations to a pay tv system for special events, is announcing today (June 6) that it has purchased a catv system in Liberal, Kans.

Significance: TelePrompTer hopes to utilize the system in Liberal and in several other communities for a pay tv experiment, using TPT's closed-circuit coverage of the Johansson-Patterson fight June 20 as the initial "piece de resistance" (CLOSED CIRCUIT, May 9).

TelePrompTer officials have advised Liberal catv subscribers that the company plans to pipe the fight to them, asking if they would be willing to pay $2 extra for this special service. It was learned that of the first 20 subscribers replying, 17 agreed to the proposal.

A spokesman said that TelePrompTer is "90% sure" of going ahead with its plans in Liberal and also hopes to pipe in the fight to at least two of the other three catv systems it operates. Several others have evinced interest in the championship bout. TelePrompTer expects to know its definite course in about a week.

TelePrompTer's other catv holdings are in Farmington and Silver City, N.M., and Rawlins, Wyo. The company holds high hopes for piping the championship bout to its New Mexico installations.

If the plan to feed the bout to catv systems materializes, subscribers in effect will be on an honor system to pay the extra $2. TelePrompTer has no cash boxes or other devices for collection, but it is reported the company is working on the development of a pay device to be used for special events it may bring to subscribers in the future.

TelePrompTer's purchase of the 2,000-subscriber Liberal, Kans., catv outfit was for a consideration in the neighborhood of $625,000. The system carries the signals of KFDA-TV and KGNC-TV Amarillo, Tex.; KTVC-TV Ensign and KGLD-TV Garden City, both Kansas.

Blackburn & Co. was the broker in the catv transaction.

The Johansson-Patterson fight has been blacked out on tv. ABC Radio, which paid $200,000 for rights, is carrying the fight, with Bristol-Myers taking half sponsorship. Pre-fight tv rights were sold to Philco for $100,000 and will make use of film clips of first Johansson-Patterson bout, featuring actor Jimmy Cagney as host.

TRS

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 6-10, 13-15 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

June 6-10, 13-15 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

June 6 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

June 7 (8:30-9:30 p.m.) **The George Burns Show,** Hudnut-DuBarry through Lambert & Feasley.

June 7 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

June 8, 15 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

June 10 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

June 11 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

June 11 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

June 11 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

June 12 (8-9 p.m.) **Music On Ice,** sustaining.

June 12 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through J. Walter Thompson.

June 13 (10-11 p.m.) **The Margaret Bourke-White Story,** Breck through Reach, McClinton and sustaining.

■ Film sales

Interpol Calling (Independent Television Corp.)

Sold to Commonwealth-Edison; Krey Packing; Renault; Lincoln-Mercury; Dodge; Sealey and Restonic Mattress Cos.; Miller High Life Beer; Piels Beer; Pfeiffer Brewing; Labatts Brewing, and Blitz-Weinhard, all local and regional accounts.

Now in **109** markets.

Deputy Dawg (CBS Films)

Sold to WNEW-TV New York; WTTG (TV) Washington, D.C.; WTVH (TV) Peoria, Ill.; KOVR-TV Stockton, Calif.; KTTV (TV) Los Angeles; WHDH-TV Boston; WJBK-TV Detroit, and WCCO-TV Minneapolis.

Background: The cartoon series, which is available starting Oct. 2 as 26 half-hours or as a library of 104 cartoons, is about a free and easy, low-key

What's wrong with radio-tv news?

Broadcasters are handicapped in their efforts to improve news coverage by varying FCC interpretations and equal-access problems, the Illinois News Broadcasters Assn. was told at a seminar conducted jointly with the U. of Illinois at Champaign-Urbana.

Ways to improve news service were offered at the seminar, held as NAB was announcing in Washington the results of an extensive survey of station news practices. The survey showed how the industry is strengthening its news structure.

The Illinois seminar was marked by lively criticism of industry journalism. Here are some of the speakers' comments:

Theodore B. Peterson, dean of U. of Illinois Communications-Journalism College — Radio-tv newsmen merely excel in "the obvious strength of their media"; many newscasters lack responsibility; some stations "confuse the public interest with the public curiosity."

Charles Hayes, managing editor of Paddock Publications, Chicago suburban newspaper chain — Too many rip-and-read newsmen, with lack of adequate local news coverage; many lack imagination and courage; penny-pinching economic practices cramp newsmen.

Merrill Lindsay, vice president, WSOY-AM-FM Decatur, Ill., NAB board member and member of NAB interim policy committee—Some station editorials don't "prove a thing"; confusing FCC interpretations handicap stations in editorializing; radio-tv haven't yet "realized their tremendous potential"; barriers to equal access to news sources are a problem.

Charles Harrison, news director, WMBD-TV Peoria, Ill.—Only stations doing "a good spot news coverage job" and tackling stories in depth are qualified to editorialize; the day of covering a beat by telephone is disappearing; management should provide better tools and facilities.

John Secondari, ABC-TV special projects producer, newscaster and former network Washington bureau chief, said news conferences are becoming unproductive "through lack of correlation." He cited the increased number of press agents in government agencies.

William Garry, news and public affairs director of WBBM-TV Chicago, emphasized the value of personal contacts and suggested radio-tv newsmen match newspapers in development of basic check lists of news sources.

When two stations in the same market area want greater coverage . . . when only one area can be cleared for a tall tower . . . a common tower may well be the best answer for both. Here's the 1531′ Dresser-Ideco tower with stacked antennas that solved this problem for San Antonio stations WOAI-TV and KENS-TV.

"Here's why we agreed to buy Dresser-Ideco experience in tall tower design and construction"

report two San Antonio broadcasters who joined forces to build a new 1531′ Dresser-Ideco tower

Says W. J. Jackson, Chief Engineer, KENS-TV:

"When it became evident that KENS-TV and WOAI-TV would have to go to maximum antenna height and power to serve rapidly growing San Antonio and the entire South Texas area, we ran headlong into the problem of airspace clearance. Together we obtained a site that won airspace approval as an antenna farm. We studied comparative tower design features and costs at length. Then we checked the experience of other stations who had put up tall towers. Everything pointed to the selection of Dresser-Ideco as the best source for our new tower."

Continues Charles L. Jeffers, Vice-Pres. Engineering, WOAI-TV:

"That's absolutely right. And our judgment proved sound, as the job progressed. Dresser-Ideco supplied us with complete plans and details, and they gave us design load calculations and all other information so necessary for permits and insurance purposes. After the contract for the tower was signed, Dresser-Ideco followed through to make sure that all parts were shipped on time, routed properly, received in good shape. Erection instructions were complete and easily followed by the erector. And even though our contract didn't call for it, Dresser-Ideco conducted a careful inspection of the erector's work. Since completion of the job, Dresser-Ideco has not forgotten its customers. They have continued to give us valuable engineering advice concerning the addition of new equipment . . . mobile antennas, more feed lines and additional parabolic dishes."

Both Jackson and Jeffers agree:

"The taller tower is paying off, where it counts . . . in increased coverage. The first A.R.B. rating survey, recently tabulated, shows a coverage increase of nearly 10,000 square miles."

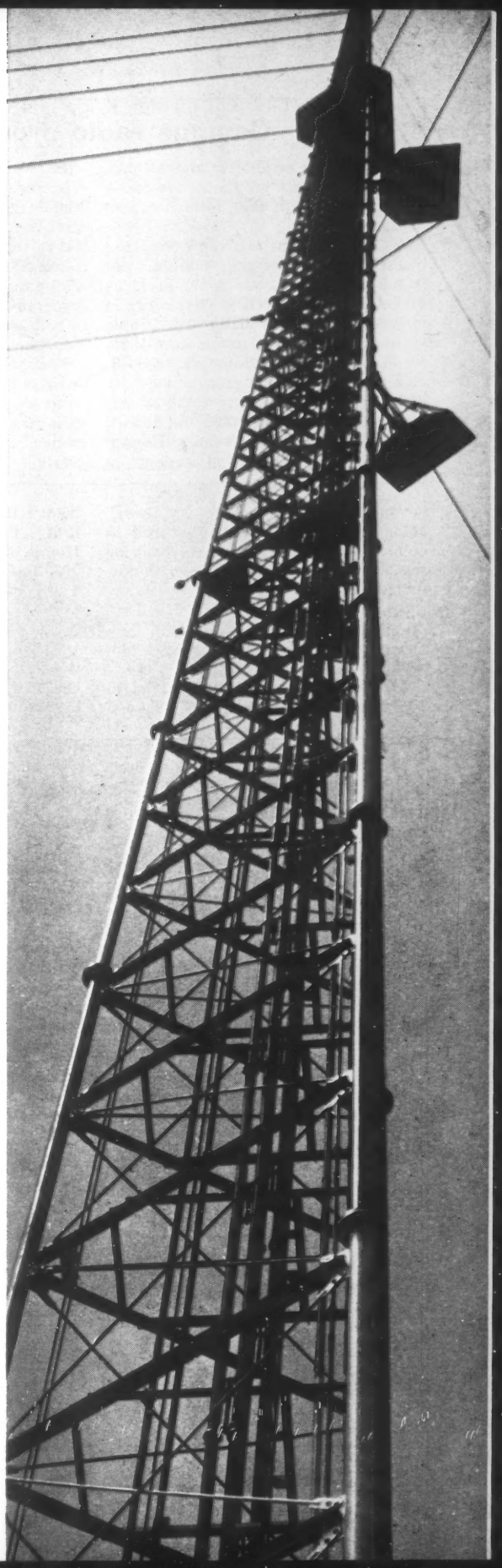
When you decide to reach up to reach out for more coverage, call on us. We'll give your job the same thoroughness and careful attention to detail. Write Dresser-Ideco Company, Tower Division, 875 Michigan Avenue, Columbus 15, Ohio. (Branch: 8909 South Vermont Avenue, Los Angeles 44, Calif.)

Dresser-Ideco Company

DRESSER IDECO ®

DRESSER INDUSTRIES INC.

ELECTRONIC • INDUSTRIAL
OIL • GAS • CHEMICAL



Campus radio producers

University of Detroit students produce 20 radio programs a week—despite the fact they have no radio station.

The programs are transcribed and used by commercial stations, not only in Detroit, but as far afield as Los Angeles (KPOP). They range in length from the daily 2½-minute *Word for the Day* to the weekly 55-minute *Concert Hall*, and are directed, written and produced mainly by students. Not only radio-tv majors contribute their time and talents, but engineers, accountants, English majors and pre-medical students as well. W.T. Rabe, radio-tv program director of the university says that radio training has proved valuable to all students in the area of news, public interest, self-development, evaluation and judgment. Interview shows and panel discussions, college humor programs and dramas are among the broadcasting fare the U. of Detroit produces.

According to Mr. Rabe, the Armed Forces Radio Service is considering two programs, which would give the Detroit programs worldwide listenership from Iceland to Berlin.

lawman. There will be "Deputy Dawg" coloring and story books, as well as comic books, jigsaw puzzles, coloring sets, board games and Halloween costumes.

Now in **15** markets.

Various United Artists Assoc. film packages have been sold:

Movieland Features sold to KVUE-TV Sacramento; KLYD-TV Bakersfield; KRSD-TV Rapid City, Iowa, and KTLE-TV Pocatello, Idaho. Sherlock Holmes features also went to KRSD-TV, and on a renewal basis to KVUE-TV, and KNDO-TV Yakima, Washington. Science-horror features sold to KYW-TV Cleveland; WOR-TV New York; KGNS-TV Laredo, Tex., and WTVT (TV) Tampa, Fla. U.A.A.'s "Seven Films of Distinction" purchased by WCAX-TV Burlington, Vt.

Additional groups of features were sold to WVEC-TV Norfolk, Va.; WLOS-TV Asheville, N.C.; WPSD-TV Paducah, Ky.; KXGN-TV Glendive, Mont.; KWRB-TV Riverton, Wyo., and KGMB-TV Honolulu.

"Golden Marie" sold to WWL-TV New Orleans; KENS-TV San Antonio, and WAFB-TV Baton Rouge. "Abe Lincoln in Illinois" went to KLAS-TV Las Vegas; "The Adventures of Mark Twain" to WJZ-TV Baltimore, and KTVU (TV) Oakland, Calif.

Warner Bros. features sold to KHJ-TV Los Angeles; KLYD-TV Bakersfield, Calif.; WMBD-TV Peoria, Ill., and WFGA-TV Jacksonville, Fla.

United Artists features sold to KTVR (TV) Denver; WHEN-TV Syracuse, N.Y.; WTVT (TV) Tampa, Fla.; KOCO-TV Oklahoma City; WOC-TV Davenport, Iowa; WTVY (TV) Dothan, Ala.; WFMY-TV Greensboro, N.C., and KGBT-TV Harlingen, Tex.

Program notes

Opera tribute ■ KMOX-TV St. Louis presented an hour long "Musical Tribute to the St. Louis Municipal Opera," June 3 that combined the talents of opera star Mimi Benzell, actor Vincent Price and television-recording artist Earl Wrightson. Sponsored by the Union Electric Co., the show highlighted such events as the St. Louis World's Fair of 1904, a Shakesperian Festival of 1916 and music of the St. Louis Municipal Opera during the past 40 years. Program was created by James Dutson and directed by Hugh Woolsey.

Stations sign ■ WFBR Baltimore and CHEC Lethbridge, Alberta, Canada have subscribed to Radio Press International, voice news service.

Theatre project ■ National Theatres & Television Inc. reports that its board of directors has approved in principle a plan whereby NT&T will join four other theatre circuits in providing the original financing for a new motion picture production-distribution company. NT&T will deposit $400,000 in escrow with a bank, subject to similar deposits by the four other circuits and approval of NT&T's directors of the specific commitments involved. The four other companies are Loew's Theatres, RKO Theatres, Stanley Warner Corp. and American Broadcasting-Paramount Theatres.

Casts networks chief ■ Speaking on the place of radio in today's world, Arthur Hull Hayes, president of CBS Radio, will be heard this week on the network's *Master Control* program, which is produced by the Radio & Tv Commission of the Southern Baptist Convention. Also on the program, which is broadcast weekly over 165

TWO *Top-Notch Sales Engineers for Midwest & Southeast*

Once-in-a-lifetime opportunities now are available for two outstanding engineers with systems sales experience in TV broadcasting, microwave or communications. Each position offers an excellent salary, benefits, liberal commission plus unlimited growth possibilities.

Responsibilities of these field positions include: sales contact, system planning for proposals, supervision of system installation, test and evaluation, training operating personnel, and liaison with home office sales service staff. Heavy travel is a requisite.

Adler Electronics is a successful, highly regarded manufacturer of low power TV transmitters, translators, microwave and communications systems. Progressive product development and expanding markets have opened these positions with an extraordinary present and future.

If you feel that you are the man who meets our requirements, send your resume, in full confidence, to Mr. Stanley Lapin, Assistant to the President. A convenient interview will be arranged.

ADLER

ADLER ELECTRONICS, INC.
One LeFevre Lane, New Rochelle, New York

radio stations and the Armed Forces Radio Network, will be tv personality Bud Collyer, and Leonard E. LeSourd executive editor of *Guideposts* magazine.

Toll-tv title ■ Skiatron of America, N.Y., pay television organization owned by Matthew Fox, has changed its name to Tolvision Inc. in order to avoid confusion with Skiatron Electronics & Television Corp., N.Y. The former has been having difficulties with the Securities & Exchange Commission.

Obtains foreign rights ■ Fremantle International, N.Y., has obtained international radio and tv distribution rights to the heavyweight title fight between Ingemar Johannson and Floyd Patterson, to be held in N.Y. on June 20. A battery of radio announcers will relay the fight live in Spanish, Portuguese, French and German as well as English.

Name change ■ Giantview Television Network, Detroit and N.Y. closed circuit tv and video tape producer, changes its name to General Television Network. The Giantview name will be retained by the tv and electronic equipment manufacturing subsidiary.

CCA in Chicago ■ Community Club Awards, fund-raising service conducted nationally in over 300 cities in the U.S. and elsewhere, will be extended to Chicago in September, with local organizations participating for the first time. WAIT Chicago will make available over $10,000 in cash available to local area women's clubs as part of a 13-week fund-raising campaign, according to Community Club Services. CCA is open to non-profit clubs only and not to individuals with over $5 million having been made available already to women's organizations.

Inflation fighting ■ Radio stations throughout the country have received a kit of six 20-second and three 60-second spots warning citizens of the dangers of inflation. Distribution of the radio material is part of the "Citizen's Crusade" campaign of the Council for Economic Growth and Security, a non-profit, non-partisan group established at a conference of 48 large organizations in Washington, D.C., last November. The Advertising Council and the NAB were participants in this conference. In addition to the radio spots, the Council is now preparing spots for tv. It hopes to distribute slide and animated-film spots to tv stations within a month or two, according to the group's president, Clovis E. Byers.

New production outfit ■ John Haggott, former NBC and CBS producer, has announced the formation of a new production company, John Haggott Enterprises, with offices at 60 E. 42nd St., N.Y. The company will produce tv programming for both network and syndicated outlets. First property is an adventure series in color, titled *Carib*. Others in preparation include *Exiles from Eden*, hour-long dramatic series; *Port of Entry*, action drama, and *High Country*, sports-adventure-thriller series.

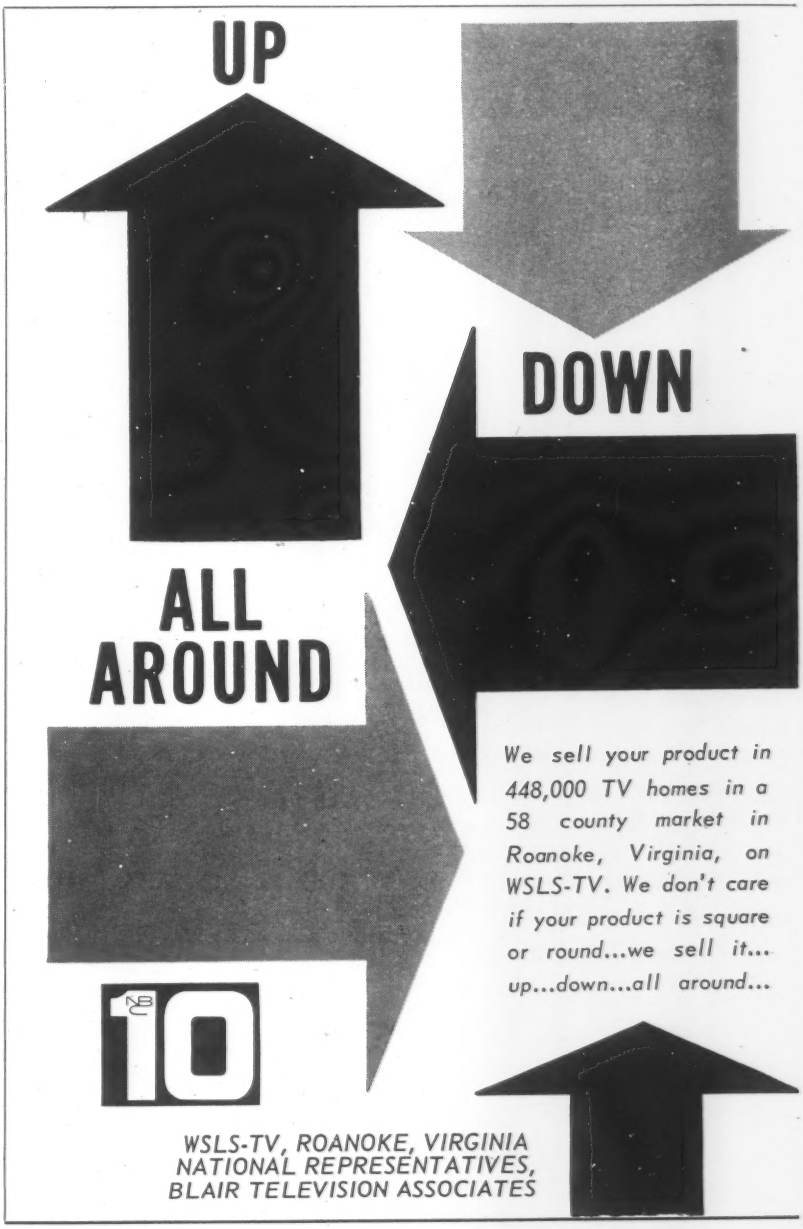
Pay tv to be topic of community tv meet

Pay television—special programs—and other "supplemental services" will be featured at the ninth annual convention of the National Community Tv Assn. at the Fontainbleau Hotel in Miami Beach June 21-24.

Paul McNamara of International Telemeter Corp. and Irving Kahn, president of TelePrompTer, will highlight a session on extra programs. Mr. McNamara will talk about the Toronto pay tv operation. This is the ITC Telemeter system sponsored by the Canadian affiliate of Paramount Pictures Inc. ITC is a subsidiary of Paramount.

Mr. Kahn will discuss the activities of TelePrompTer in fight promotion and the results of his proposal to feed the Johansson-Patterson June 20 championship fight to catv systems. TelePrompTer owns several catv operations.

The remainder of the four-day meeting will operate in a shirt-sleeve atmos-


UP
DOWN
ALL AROUND
10
We sell your product in 448,000 TV homes in a 58 county market in Roanoke, Virginia, on WSLS-TV. We don't care if your product is square or round...we sell it... up...down...all around...
WSLS-TV, ROANOKE, VIRGINIA
NATIONAL REPRESENTATIVES,
BLAIR TELEVISION ASSOCIATES

phere with workshops being conducted in two major areas:

- Reducing operating costs of cable systems.
- Increasing number of subscribers.

A slate of new officers will be recommended by a nominating committee. Lloyd Calhoun, Hobbs, N.M., is chairman of this committee.

A.J. Malin, Laconia, N.H., is president of NCTA; Sandford Randolph, Clarksburg, W.Va., is vice president, and under normal procedures will move up to the presidency of the organization.

N.Y. film company announces stock sale

Network Film Industries Inc., New York, a company organized to acquire, distribute and lease film properties to the tv industry and public exhibitors, has announced its first public stock sale of 225,000 voting shares to New York State residents at $3 per share. The offering is being made through officers and employes of NFI at its offices in the CBS Bldg., 1697 Broadway, New York, N.Y. Telephone is Judson 2-8100.

There are no formal underwriting arrangements. The company has registered as a stock dealer with the New York Attorney General's office. NFI board chairman-president Richard Randall is motion picture, stage and tv producer, who was once extremely active in the business of bartering for time on radio-tv stations.

NFI reports the company has more than five million feet of world news and special events filmed material, culled from the libraries of the former Selznick News, Ford, Kin-o-Grams, World-Wide and International companies. The company also lists as assets 25 feature-length productions, 38 short subjects, 250 travelogues, 20 comedies and the U.S. and Canadian rights to 50 animated cartoons made in Japan.

Pioneer announcer Norman Brokenshire is a director and production coordinator for NFI. He will provide commentary for four series of five-minute tv programs that NFI is preparing for distribution this fall. They are: *It Happened Today*, 365 segments of historical significance for each day of the year; *Your Handyman*, 52 episodes, portraying practical applications of household hints; *Incredible—But True*, 260 color programs of "unusual sights and unbelieveable facts" from all over the world and *Cavalcade of Sports*, a recreation of memorable sports episodes of the past.

Tennessee tempo

Time devoted to news broadcasts on Tennessee radio stations has increased considerably in the past 10 years, according to Stacey Mott, director of WHUB Cookesville, Tenn., who recently completed a survey. Emphasis has increased on local and state news, Mr. Mott reports. The survey was taken for UPI Broadcasters Assn. of Tennessee, of which he is president. Whereas the average station there programmed 1 hour and 20 minutes of news per day 10 years ago, it now features 2 hours and 30 minutes per day.

FATES & FORTUNES

Broadcast Advertising

Charles Burger, formerly vp of Ruder & Finn, N.Y., appointed president of Communications Affiliates, pr counsel, service organization of McCann-Erickson Adv.

MR. KOENIG

George Koenig appointed vp in Los Angeles office of The Caples Co. He formerly was head of creative department and account executive on Union Pacific Railroad. He joined company in 1953.

Herbert Fried, vp and general manager of Baltimore office of W.B. Doner & Co., elected to board of governors of Chesapeake Council of AAAA.

Edwin G. Koehler group supervisor at BBDO, N.Y., becomes associate media director.

Karl F. Vollmer, vp of Young & Rubicam, named manager of agency's Chicago office, succeeding **Robert Brinkerhoff** who returns to agency's New York operation. Mr. Vollmer joined Y&R in 1938, was assigned to Chicago in 1950 and was appointed vp and copy director in 1955.

MR. VOLLMER

George Wolf, head of own tv package firm, joins creative department of Lennen & Newell, N.Y., as radio-tv program supervisor.

Peter Touart, copy supervisor for BBDO, N.Y., appointed head of creative services, Minneapolis office. Mr. Touart started at BBDO in 1939 as copywriter, named copy group head in 1944, vp in 1952, supervisor in 1957. He supervised writing for Armstrong Cork Co., portions of DuPont, institutional advertising for General Electric.

MR. TOUART

George A. Bailey, Richard S. Seclow, account executives at Kastor Hilton Chesely Clifford & Atherton, N.Y., elected vps.

J. Neil Reagan, tv-radio administrative vp, McCann-Erickson, elected president of Advertising Club of Los Angeles. Other new officers: first vp: **Robert L. Hicks,** vp and general manager, Business Extension Bureau; second vp: **Frederick L. Olsen,** vp and media director, Hixson & Jorgensen; treasurer: **John S. Spaulding,** advertising manager, Southern California Gas Co.; secretary: **Skip B. Carter,** manager, Vacations-America Dept., Mitchell Travel Service.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

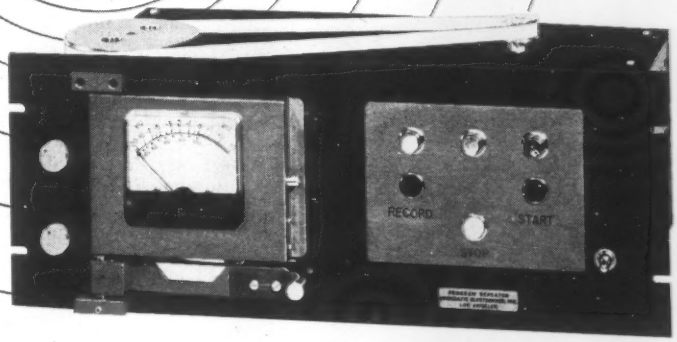
* Occupation Required

NEW SOUND HORIZONS

LIMITED ONLY BY YOUR IMAGINATION!

Make every precious sound and every precious second count with the NEW...

MACKENZIE Instant Recorder

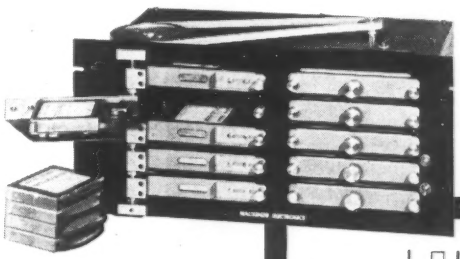


INSTANT PLAYBACK... Natural Live Quality Reproduction. *Now your announcers can deliver perfect announcements every time. Record at leisure, erase if fluffed, re-record until perfect... without pressure or tension... put on the air as perfect announcements at the push of a button.*

Call us... we'll demonstrate.

THE MODEL 1CPR IS A COMPLETE RECORDER AND SINGLE-CHANNEL PLAYBACK UNIT

- Instant Automatic Erasure of **Any Length** Segment — Interlocked Against Accidental Erasure
- Completely Transistorized
- Superior Fidelity
- Advanced Design
- Rugged Construction
- Simple Maintenance



The MACKENZIE MAGAZINE Makes the Difference!

Patented metal construction. Will not warp, will not bind.. longer head life... longer tape life. Magazines available factory loaded for any desired segments from 2 seconds to five minutes.

A Perfect Companion! *For the ultimate in flexibility and foolproof operation use the 1CPR with the 5CPB Five-Channel Selective Program Repeater. Countless combinations of your very own sounds... instantly cued... instantly available at your fingertips. New sound horizons ...limited only by your imagination!*

1CPR Recorder and Playback... $485

5CPB Five-Channel Repeater... $1250

F.O.B. Los Angeles. Lease and Lease Purchase Plans Available

SEND THE COUPON!

Gentlemen,

- ☐ **I'd like a demonstration of the 1CPR Recorder.**
- ☐ **I'd like a demonstration of the 5CPB Repeater.**
- ☐ **Please mail 1CPR Recorder information.**
- ☐ **Please mail 5CPB Repeater information.**

Name_____

Title_____

Company_____

Address_____

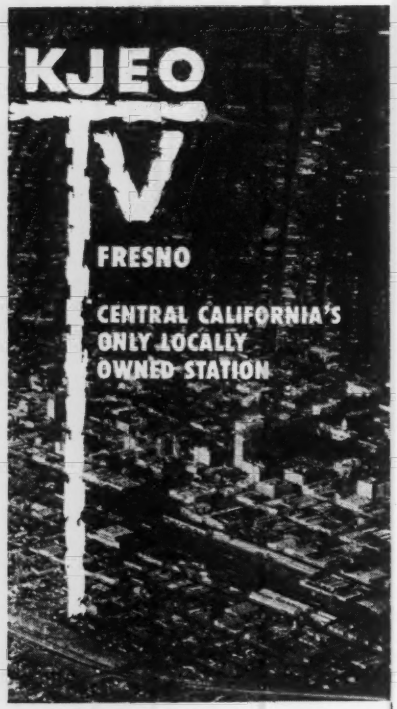
City_____ State_____

AUTOMATED AUDIO

MACKENZIE ELECTRONICS, INC.

145 WEST HAZEL ST. / INGLEWOOD 3, CALIF. / OREGON 8-9335

Norman J. Ostby, General Manager



ONLY the *only home owned primary network affiliate* can be so at HOME in the *heart* of Central California . . . to program best to get you results *where* they count.*

*Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market *5 of the top 10 network shows.* Add to this *locally 6 of the top 10 syndicated programs* and you know why this market *looks first to KJEO.*
(Source: Current Nielsen)

Check for yourself, KJEO-TV rates are still right with the lowest. See your H-R Representative now for your prime time buys.

KJEO channel 47
abc for
Fresno, California

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

J. L. (Bud) Fisher Jr., account executive at M.M. Fisher Assoc. Inc., Chicago, elected president, suceeding late **Jack L. Fisher Sr.,** who had been sole owner of agency for 32 years.

Josef C. Dine, formerly of Ted Bates, N.Y., joins Pat McDermott pr agency, that city, as eastern manager.

Frank E. Heaston appointed marketing director for New York office of Gardner Adv. He formerly was agency's media director.

John W. Robinson Jr., formerly account executive and commercial producer, at McCann-Erickson, N.Y., joins Lambert & Feasley, that city, as associate director. **Myrtle M. Tower,** formerly of WMGM New York, joins agency as business manager, tv-radio department.

Elaine Pappas promoted from media buyer to media supervisor at North Adv. Inc., Chicago, with responsibility for following active broadcast accounts: Toni Co.'s Toni home permanent and Deep Magic, Webcor Inc. (recording products), Englander Co. (mattress products), and Columbia Foods Div. of Consolidated Foods Corp.

Albert Jay Rosenthal forms Albert Jay Rosenthal & Co., new Chicago advertising agency. **Alan R. Segal** appointed vp and art director and **Arthur Lazarus** named vp and general manager. Location is Wrigley Bldg., 400 N. Mich. Ave., Chicago, Ill.

Jack Barton, traffic coordinator, Fuller & Smith & Ross, N.Y., becomes assistant media buyer.

Mary Walker, partner in Taylor-Walker Assoc., elected president, N.Y. Chapter, American Women in Radio and Television Inc.

Richard H. Gratiot and **Tom Bertsche** appointed copy chief and account executive, respectively, at Wentzel & Fluge Inc., Chicago.

Charles H. Gardner, formerly assistant to president of Remington Adv., Springfield, Mass., named president. **David H. Murray** becomes senior vp; **Robert D. Fleischner,** vp and secretary; and **Ronald P. Nelson,** vp and treasurer. **Sture H. Nelson,** president since 1947, continues as chairman of board and **Herbert F. King** named chairman of executive committee.

Donald O'Leary, account executive and vp at Kenyon & Eckhardt, N.Y., joins BBDO, that city, as account supervisor for Metropolitan Bottling Co., subsidiary of Pepsi-Cola.

John J. Ring named account executive at The Bresnick Co., Boston advertising agency.

Louis S. Hallenstein, formerly copywriter at Kuttner & Kuttner, Chicago, to Reach, McClinton & Co., that city, in similar capacity.

The Media

MR. MILLER

Frank Miller Jr., programming executive with Mutual Broadcasting System, named director of programs and operations. Mr. Miller joined MBS from WOR New York, where he was night production supervisor. He became production manager and manager of programs and operations in June 1958. Mr. Miller assumes duties of former director **Joseph F. Keating,** vp of programs and operations.

Marc Hanan, general sales manager of KXO El Centro, Calif., promoted to general manager. He has been with station for 10 years. Previously, he was with KSYC Yreka, Calif.

Tom Harrison, account executive at WFLN-AM-FM Philadelphia, promoted to general sales manager.

MR. PAYNE

Charles F. Payne, formerly head of southwest office of Peters, Griffin, Woodward Inc., station rep, and general manager of KXIL Dallas, named commercial manager of KABL San Francisco.

Roy Drushall, merchandising director of KABC Los Angeles, promoted to national sales manager. He continues current responsibilities as head of merchandising.

Thad M. Sandstrom, general manager of WIBW Topeka, elected president of Kansas Assn. of Radio Broadcasters.

Bill Hughes, manager of CKNW New Westminster, B.C., elected chairman of Assn. of Independent Metropolitan Stations. **Milt Hall** of KWBB Wichita, Kan., named vice chairman.

Orrin Melton, sales manager of KSOO Souix Falls, S.D., promoted to assistant manager. Mr. Melton, who joined station in 1947, will continue his current responsibilities in addition to new post. **Ed Starr,** formerly with WDAY-TV Fargo, N.D., named regional and local sales manager.

John R. Anderson, formerly station manager of WPBN-TV Traverse City, Mich., appointed general manager of new WCCW, that city, scheduled to make its air debut around July 1.

Thad H. Brown Jr., who retires in mid-June as NAB tv vp, has been elected to the Republican State Committee, District of Columbia.

MR. EDELL

Bob Edell, promotion manager for WJBK-TV Detroit, appointed promotion manager for Storer Broadcasting Co. and will headquarter in Miami. He has been with Storer since 1956 when he joined WGBS-TV Miami.

Jack Gennaro promoted from sales manager to general manager at WFRV (TV) Green Bay, Wis. Other appointments: **W. C. Porsow,** from sales development director to national sales director; **Roger Micheln** from staff to regional sales director, and **Bill Vickery** from staff to administrative executive. Mr. Gennaro succeeds **Soren H. Munkhof,** vp and general manager, who resigned.

Bob Sheetz, chief engineer of KAPA Raymond, Wash., promoted to station manager-chief engineer.

MR. CAMPBELL

Bob Campbell joins KXRX San Jose, Calif., as general sales manager. He formerly was with KPAY Chico. Before that, he was co-owner and manager of KXXL, now KIDD Monterrey, both California.

Don V. Shoemaker, formerly general manager of KLMS Lincoln, Neb., appointed sales manager at KRVN Lexington, Neb.

Allen Burns promoted from producer to public affairs director at WBBM Chicago. He succeeds **Len Schlosser,** transferred to CBS Radio Network office, New York.

Stanley Grieve, sales manager of KLIK Jefferson City, Mo., promoted to general manager, succeeding **Glen George. Milo Townes** becomes news and program director, succeeding **Bill Cannaday** who joins KCMO Kansas City.

Merrill Myers, senior press representative, CBS-TV press information department, becomes supervisor of information services for CBS News.

Graydon Ausmus, formerly director of broadcasting services and professor of radio and tv at U. of Alabama, named executive secretary of Ohio Interim Educational Tv Study Commission.

Sydney Kavaleer, formerly general sales manager of WNTA-AM-TV Newark-New York, joins WADO New York in newly created post of vp for sales. Mr. Kavaleer, 12-year veteran in broadcasting, has specialized in foreign language programming and sales. Career began in 1948 with WAAT-WATV (TV), predecessor stations of WNTA-AM-TV.

Jonathan Schiller, music expert with KCBS San Francisco, joins CBS Radio press information department, N.Y. He will publicize network's music programs.

Tom Ellis, KONO San Antonio, elected president of United Press International Broadcasters of Texas. **Lee Licas,** KTBB Tyler, named first vp.

Lee Hawk joins news and public affairs department of WHTN-TV Huntington-Charleston, W.Va. He formerly was with WCOM Parkersburg, W.Va.

Bob Johnson, newscaster, and radio program director of WSAZ-Huntington-Charleston, W.Va., appointed news director of WSAZ Inc., succeeding Nick Basso.

Don Shelton, formerly promotion manager of WJRT-TV Flint, to WJBK-TV Detroit, both Michigan, as audience promotion manager.

Glenn Scott, formerly with Armed Forces Radio joins WLEU Erie, Pa., as announcer. **Richard Allen** appointed to news staff.

Harold V. Hough, vp and director of WBAP-AM-FM-TV Fort Worth, named recipient of Betty Award from Assn. of Broadcast Executives of Texas for outstanding achievement in broadcasting industry.

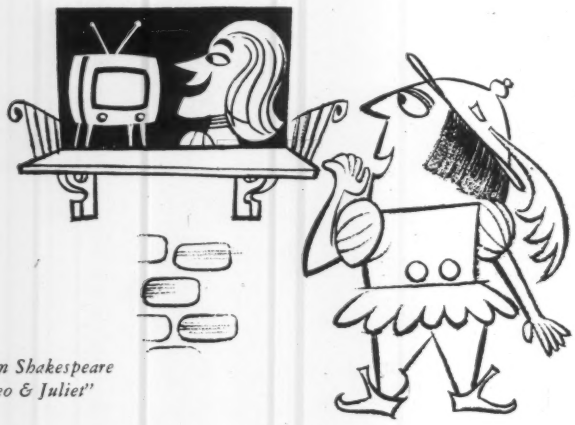
Arthur Hertz, with financial department of Wometco Enterprises, Miami, promoted to comptroller. Wometco operates WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., and WFGA-TV Jacksonville, Fla.

James J. Gillis, formerly with U.S. Dept. of Justice, joins NAB tv code affairs department.

ON THE SPOT RECORDING *
MINITAPE
*t.m. reg.
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!
• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES
STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

V
Val·ue
(văl′-ū) *n.* **1.** the quality or fact of being excellent; useful; desirable. **2.** *e.g.* the sales effectiveness of **wmca,** New York's high-rated, low-cost radio buy.
wmca A.M Radio Sales
NEW YORK
wbny Jack Masla & Co., Inc.
BUFFALO
&rpi Radio Press International

*But soft, what light thru yonder window breaks?**



**William Shakespeare*
"Romeo & Juliet"

It's over 80% of Rochester's TV viewers watching KROC-TV.

TV FAMILIES: 106,000

KROC-TV
NBC

CHANNEL 10 ROCHESTER MINNESOTA
Represented by Meeker Co.

G. David Gentling, gen'l. mgr.

HARRY S. HYETT COMPANY, MINNEAPOLIS ELISABETH BECKJORDAN, NETWORK REPRESENTATIVE

HAMILTON-LANDIS & ASSOCIATES, Inc.
BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

MUZAK DISTRIBUTION FOR SALE

Northeastern States, fully equipped, staffed with very competent personnel, sales volume and profits at all time high. Hundreds of long-term contracts. $200,000.00 cash required. You must be able to meet Muzak's requirements for franchise ownership. Your investigation will prove that this is a once-in-a-life-time opportunity. **$200,000.**

MIDWEST DAYTIME REGIONAL

Profitable daytimer in one of the top twenty markets. Unlimited potential. Excellent frequency with 1000 watts power. Priced to sell at $450,000.00. 29% down and seven year payout. **$450,000.**

FAR WEST TV-AM-VHF

With cash flow of $91,000.00 for 1959. Total price $550,000.00, with 29% down and balance over eight years. **$550,000.**

GREAT NORTHWEST

Daytimer in market over 200,000. Beautifully equipped. Needs owner on premises to realize full potential. Total price $125,000.00, with 29% down. **$125,000.**

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

MR. PRINCE

Jack B. Prince, local sales manager of WTAR Norfolk, Va., appointed director of radio. He joined station in 1958 as account executive and was named local sales manager early this year. **Douglas Rider** and **Cabell Isphording** join WTAR as program director and account executive, respectively.

C. Wrede Petersmeyer, president and director of Corinthian Broadcasting Corp., N.Y., elected to board of trustees of Committee for Economic Development.

Lloyd Peterson, formerly with WBAY-TV Green Bay, Wis., joins WMBD-TV Peoria, Ill., as continuity director.

MR. ZWICKY

Warren C. Zwicky named partner in Washington law firm of former FCC Commissioner Robert F. Jones. Firm is now Jones & Zwicky. Mr. Zwicky, native of Oshkosh, Wis., was graduated from Harvard Law School in 1953 and has been associated with Mr. Jones ever since.

Garrett D. Blanchfield joins sales promotion staff of WNAC-AM-TV Boston.

Andrew E. Jacobs appointed radio sales manager in Cleveland office of Crosley Broadcasting Corp. **Sam B. Schneider,** formerly account executive at CBS Radio Spot Sales, Chicago, joins Crosley, that city, in similar capacity.

Len Schlosser, formerly director of public affairs for WBBM Chicago, joins CBS Radio, N.Y., to assist Allen Ludden, director of program services, in coordination, development of programs, program services for CBS-owned radio stations.

MR. SERRAO

John A. Serrao, formerly western division sales manager of Independent Television Corp., appointed national sales manager for KHVH-TV Honolulu. Prior to joining ITC, Mr. Serrao was with Peters Griffin Woodward, rep firm, in charge of Los Angeles tv sales.

Curtis Short, formerly announcer-salesman for KOPY Alice, to KBOP Pleasanton, both Texas, as program di-

rector and chief announcer.

Bob MacFadyen, assistant director of publicity at KTTV (TV) Los Angeles, to KTLA (TV), that city, in similar capacity.

Neil Boggs named news director of WCHS-TV Charleston, W.Va., succeeding **Bill Ames** who joins CBS New York.

Erwin T. Melton named news manager of WBT and WBTV (TV) Charlotte, N.C. He joined stations in 1956 as news reporter and photographer.

Kenneth R. Kurtz named Charleston news director for WSAZ Huntington, W.Va. Previously, he had been news director for WIS Columbia, S.C. **Jim Thacker** appointed program director in addition to duties as sports director of WSAZ-TV.

William T. Fields, formerly general accountant with CBS, named head of new accounting department of KNXT (TV) Los Angeles. Others on new staff are: **Gerald D. Atkinson, Harold Y. Spector, Agnes Randall, Dorothy Hoover** and **Pat Holbrook.**

Jon T. Caudle named promotion manager of WSOC-TV Charlotte, N.C. **William M. Scruggs Jr.** named southern sales manager.

Phil Nolan named program director of KOMA Oklahoma City. He formerly held similar position at KALL Salt Lake City.

William Schramm Jr. appointed project writer for Triangle Stations. He formerly was editor of *The Pennsylvania Gazette.*

Gene Strul, news director of WCKT-TV Miami, elected president of Florida Associated Press Broadcasters Assn. He formerly was first vp.

Charles W. Mason joins WSUN-TV St. Petersburg, as general executive. He will assist in sales, promotion, programming and community services.

Buddy Womick of WESC Greenville, S.C., elected president of Radio-TV News Directors of the Carolinas. **Erv Melton** of WBTV (TV) Charlotte, N.C., elected first vp, **Bill Armstrong** of WRAL-TV Raleigh named second vp and **Ernie Greup** of WTVD (TV) Durham re-elected secretary-treasurer.

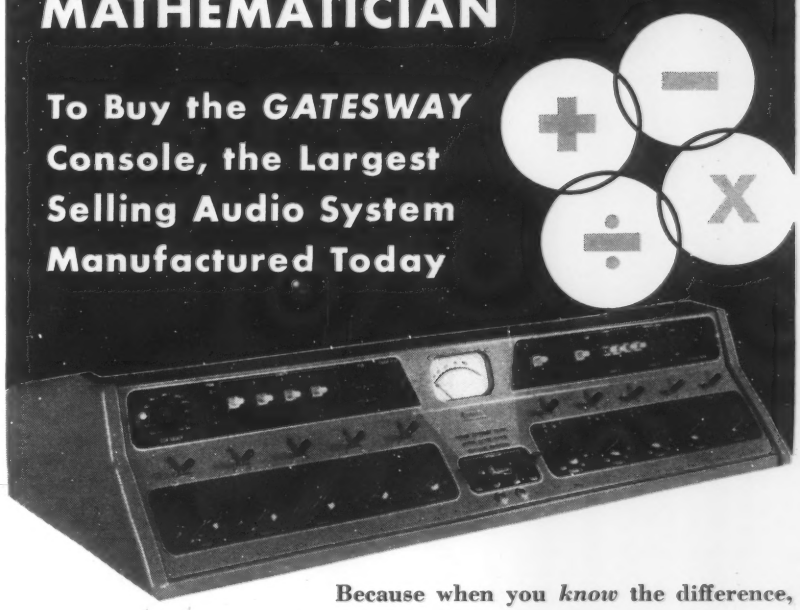
Gilbert W. Miller, formerly with WMEX Boston, joins Venard, Rintoul & McConnell, N.Y., as account executive.

Robert Klein, manager of KFRE Fresno, Calif., joins Blair TV sales, Los Angeles, as account executive.

James E. Burke, formerly air per-

YOU DON'T HAVE TO BE A MATHEMATICIAN

To Buy the *GATESWAY* Console, the Largest Selling Audio System Manufactured Today



Because when you *know* the difference, you can *buy* the difference. Here's how:

ADD the *Gatesway* benefits.

SUBTRACT the values lacking in other models.

DIVIDE the price by the extra values.

MULTIPLY the satisfactions that go with *Gatesway* quality and prestige.

In other words, put dollar values on *facts* . . . and when you do, you'll find that the *Gatesway* is one of the most comprehensive audio systems ever manufactured.

Eight step type mixing channels accommodate five microphones into four preamplifiers (15 microphones by use of utility keys), four turntables, four tapes, network, and multiple remote lines. The *Gatesway* includes the exclusive 10 watt ultra linear amplifier, variable high-pass filter, inbuilt cue-intercom, and five unwired utility keys for individual needs. Twenty-seven keys accommodate 52 switching functions for almost any conceivable broadcast use.

Gatesway Consoles are in stock for immediate delivery—May we have your order?

As you read this, over 500 *Gatesway* consoles are in operation across the nation.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

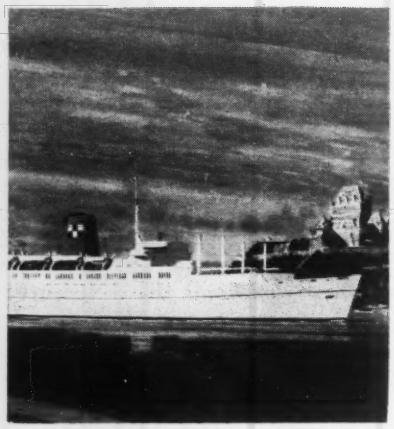
HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

smooth
sailing
all
year



Empress of Britain sailing past Chateau Frontenac

IN
A MARKET
OF STATURE

There's smooth sailing year-round with Television de Quebec delivering 206,000 TV homes at low cost per thousand with a combined rate card.

FRENCH
CFCM-TV
QUEBEC'S SELLING COMBINATION
CKMI-TV
ENGLISH

Reps: Weed Television Corp.
Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.

sonality with KMBC Kansas City, to KSD St. Louis in similar capacity.

Jordan M. Kaplan, formerly program director at WATR Waterbury, Conn., resigns to form Mayo-Kaplan advertising agency, 1030 S. Main St., Cheshire, Conn.

Bill Thompson, program director of KWOW Pomona and pr director of KWIZ Santa Ana, both California, joins KPOP Los Angeles as air personality.

Joseph R. Pahle joins WRGP-TV Chattanooga, Tenn., as account executive.

Bill Goodhope, formerly of KLIX-AM-TV Twin Falls, Idaho, to KOTA-TV Rapid City, S.D., as program director, succeeding **Bud Naber** who joins brokerage firm of Dempsey-Tegeler.

John R. Bell, head of radio-tv coverage and public information officer at Argonne National Lab, Lemont, Ill., appointed news and public affairs director at WIND Chicago.

Wally Wagoner named farm director of WNBF-AM-FM-TV Binghampton, N.Y. **Tom Jones** appointed program director.

Jim Major, director with WITI-TV Milwaukee, named producer also.

Robert Comstock joins KOCW (FM) Tulsa, as program director.

Dick Dixon and **Ed Black** to KMUR Salt Lake City as air personalities.

Programming

Walter Lynch, formerly sales manager of Mecca Film Labs for 22 years, appointed head of New York office of Capital Film Labs, Washington.

Russ Raycroft, formerly with Dancer-Fitzgerald & Sample, N.Y., appointed eastern sales manager of UPA Pictures and UPA Enterprises, subsidiary handling merchandising, licensing and other activities. **Bob Kemper** named midwest sales manager, with headquarters in Chicago. **Abe Levitow,** animation director at Warner Bros., rejoins UPA as associate producer.

Walter Plant, vp of sales, National Telefilm Assoc., N.Y., joins Independent Television Corp., Chicago, as sales executive. Other to join ITC Chicago sales staff are **James Delaney,** southwest division manager, United Artists Television; **Paul Weiss,** formerly sales executive, NTA. New appointments to ITC N.Y. sales staff: **Robert W. Rogers,** national program sales supervisor, California National Productions, N.Y., and **Cy Kaplan,** formerly vp, sales of NTA.

Wallace L. Hutchinson named western division sales manager for Independent Television Corp., succeeding **John Serrao.**

Elliot Krane, formerly account executive with Dean & Herr, Providence, R.I., advertising agency, joins *Romper Room,* tv kindergarten, as regional sales executive.

Bill Bracken joins Keitz & Herndon, Dallas producer of tv commercials and business films, as account executive.

Manfried Steinhardt, formerly with Community Club Awards, joins The Jingle Mill, N.Y., as eastern divisional sales manager.

Herbert Hirschman, producer of *Perry Mason* on ABC-TV, named producer of *Hong Kong,* new hour-long adventure series scheduled for ABC-TV this fall.

Paul Nickell signs as director of NBC's *Chevy Show,* and will alternate with **Marc Daniels.**

David Geisel, director of *Pat Boone Show,* ABC-TV, becomes director, CBS-TV's *Garry Moore Show* in fall season. **Julio Di Benedetto,** Garry Moore's present director, becomes producer-director new *Candid Camera* program.

Fielder Cook, Norman Jewison, Paul Stanley sign as alternate directors of *Diagnosis Unknown,* hour mystery-detective series starting Tuesday, July 5 (10:00-11 p.m. EDT) on CBS-TV.

Equipment & Eng'ring

Kenneth R. Johnson, vp in charge of Packard Bell Electronics Home Products Div., Los Angeles, named board chairman of company's newly formed subsidiary, Packard Bell Sales Corp. **Richard D. Sharp** named president and general manager.

Lawrence T. Lingren, Dr. John W. Peterson and **Sidney L. Spiegel** named vps of manufacturing, research and development, and marketing, respectively, for Pacific Semiconductors, Culver City, Calif.

Larry F. Hardy, formerly vp and general manager of consumer products division of Philco Corp., Philadelphia, named vp of pr. **Robert M. Jones** named director of personnel. **Henry E. Bowes,** formerly vp of marketing, succeeds Mr. Hardy. **Robert G. Urban** becomes vp of marketing. **Rayford E. Nugent** appointed vp-assistant to vp of marketing. **Frederick D. Ogilby** named director of sales.

Charles B. Persons, formerly owner of WELY Ely, Minn., and of Ely Tv Cable Co., catv system there, establishes radio-tv consulting engineering firm,

Charles B. Persons & Assoc., Minneapolis.

John E. Rhodes elected controller of Sylvania Electric Products Inc., New York. He has been director of operations analysis.

Robert D. Hamilton, formerly consulting engineer, International Business Machines Corp., Oswego, N.Y., appointed head of systems engineering department, Foto-Video Electronics Inc., Cedar Grove, N.J.

James R. Ramsey and **George W. Fouser** named quality control manager and production control manager, respectively, at Audio Devices Inc., N.Y. Company manufactures magnetic tape.

Allied Fields

MR. BRAGARNICK

Robert Bragarnick, formerly vp of marketing for Joseph E. Seagram & Co. (distillers) and vp of merchandising for Revlon Inc., forms Robert Bragarnick Inc., new marketing counseling firm in N.Y. Joining Mr. Bragarnick are **Everett C. Bradley,** formerly vp of J. Walter Thompson Co., and **Jackson S. Gouraud,** formerly national sales manager of Four Roses. Company will deal primarily in solving marketing problems. Location is Time-Life Bldg., Rockefeller Center, N.Y. Telephone: Plaza 7-6883.

Claude Brazeau to radio-tv supervisor of Collyer Adv. Ltd., Toronto.

Jean Belanger named commercial manager of CKJL St. Jerome, Que.

Edward A. Baetzel, formerly with Associated Booking Corp., appointed project manager of Chicago Unlimited Star & Communication Center at that city's International Trade Fair (June 20-July 5).

International

Al Bruner, managing director of CJSP Leamington, Ont., named sales manager of CFTO-TV Toronto, scheduled to go on air January 1. Bruner remains as managing director of CJSP.

Stuart Brandy, production manager of CJSP Leamington, Ont., named manager of station.

Colm O'Shea appointed vp of Ziv International Television Programs Ltd., Toronto, Ont.

Sylvia Kavanaugh named to promotion and research department of Stovin-Byles Ltd., Toronto, station rep.

MR. MALLOY

John R. Malloy, supervisor of tv sales, Canadian Broadcasting Corp., Toronto, named sales director for English-language programs of CBC. He will be responsible for radio, tv and export program sales of CBC. **Ronald S. Joynt** appointed manager of English-language radio sales, **William F. Cooke** of tv sales, and **William Weston** of export sales.

William Valentine named manager of CKRC Winnipeg, Man.

Frank O. Meighen appointed special counsel to Board of Broadcast Governors for public hearings on tv licenses at Halifax, N.S.

Deaths

Stephen J. Angland, 47, formerly attorney on staff of House Special Subcommittee on Legislative Oversight, died of heart attack May 30. Mr. Angland joined subcommittee in 1957 as one of its chief attorneys. He took a leading part in running down allegations of off-the-record contacts, with the FCC and other regulatory agencies.

Edward W. Kellog, 77, author of 30 technical papers and holder of 107 patents for radio inventions, died May 30. He was with General Electric research staff from 1917-1930 and then joined RCA.

Albert W. Davis, 34, announcer with WTON Staunton, Va., died May 24 from accidental gunshot wound.

Walter Geerdes, 58, director of Radio Free Berlin, died of heart attack May 28. He had been head of station for three years.

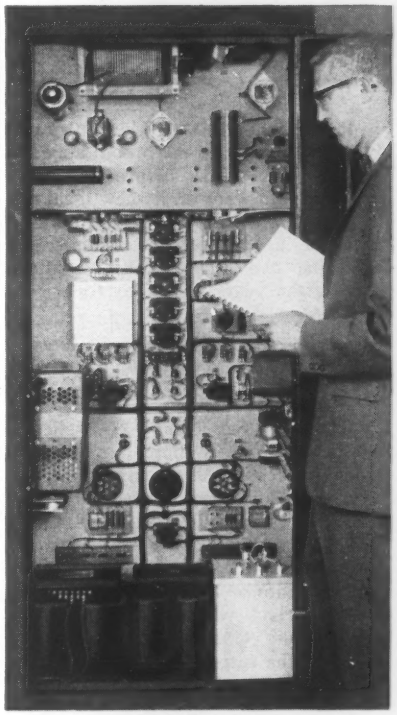
Samuel Roeder, west coast attorney for American Society of Composers, Authors and Publishers (ASCAP), died June 1 after long illness. Mr. Roeder was an ASCAP attorney for over 40 years.

George A. Taggart, 52, formerly assistant general supervisor of programs of Canadian Broadcasting Corp., Toronto, and in recent years independent program producer, died May 24. He originated noon-hour radio program *Happy Gang* on CBC Network, which operated for over 25 years until recently.

Norman Alexandroff, 72, president of Columbia College (communications and radio and tv courses) in Chicago for past 25 years, died May 26. He produced *Pages From Life* on WMAQ Chicago from 1931 to 1934 and is credited with helping students launch careers in radio and drama.

Bauer Kit

1 Kw TRANSMITTER*



***From an Engineers' Viewpoint**

The "Bauer Kit" Model 707 is the only 1000/250 watt AM transmitter with *Silicon Rectifiers* in all power supplies, a *Variable Vacuum Capacitor* and a *Constant Voltage Transformer*. Your assurance of maximum reliability and optimum performance. Note the simplicity of design with easy accessibility to all components, too. All components are standard items available at local sources.

Assembly of the "Bauer Kit" is actually easier than many consumer audio kits – the wiring harness is furnished completely pre-fabricated and coded. And when you complete the transmitter it will be fully inspected, tested and *guaranteed* by the Bauer Electronics Corporation.

Bauer 1 Kw Transmitter (In Kit Form) $3495.00*

Bauer 1 Kw Transmitter $4495.00*

*FOB Burlingame, California

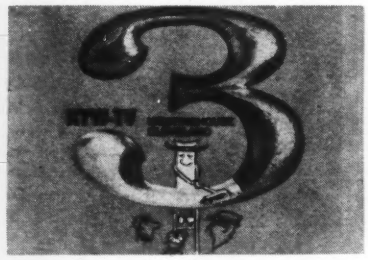
WRITE FOR THE COMPLETE ENGINEERING STORY TODAY!

Bauer

ELECTRONICS CORPORATION

1011 Industrial Way · Burlingame, California

FANFARE



Refurbished ID ■ The little man with the hat and the broom appeared just one week before KYW-TV Cleveland went on its new local programming schedule. His job was to clean up the channel numeral 3 which had grown rather lacklustre over the years. Each day for a week he industriously scrubbed the number, appearing over 100 times a day in progressing stages as part of the station's ID. Crowd noises and a novelty voice accompanied his progress and on the sixth day, the numeral appeared shrouded. It was unveiled the next day to coincide with the start of the new schedule, with pretty Mary Kay Southerland, a local housewife looking on approvingly. She had been chosen after an area-wide KYW-TV talent search and appears on billboards and car cards as well. The new shining 3 is symbolic of the station's "big, bright" programming.

Sharing the glory

KRON-TV San Francisco believes sponsors deserve to share in the glory earned by a station's programming efforts. In special ceremonies last week at the New York office of Peters, Griffin, Woodward, KRON-TV's rep, framed replicas of three recent awards won by the station's 11 p.m. and 6 p.m. news programs were presented to the Bristol-Myers Co. and Colgate-Palmolive Co., the respective sponsors.

John E. Tyner, advertising supervisor, accepted the Bristol-Myers' plaque from William A. Morrison, sales manager of KRON-TV, with George Kupper, of PGW, assisting. George T. Laboda, radio-tv director, accepted the Colgate-Palmolive plaque from Mr. Morrison, with Greg Lincoln of Colgate, and Otis Williams of PGW participating.

The three awards were for: "Best tv news programming, western states 1959-60" from *TV-Radio Mirror;* "A special citation for excellence in newsfilm coverage 1959" by the National Press Photographers Assn., the School of Journalism of Missouri U. and the *Encyclopaedia Britannica;* and "Certificate of Merit" from the California Associated Press Television Radio Assn.

Open house at WELM

WELM Elmira, N.Y., held open house May 22 for approximately 900 area businessmen and civic leaders who were invited to inspect the all-new broadcasting facility. Formerly located in the Elmira business district, WELM moved this spring to its Radio Center at 1705 Lake Road, in Elmira Heights. The move coincided with the outlet's increase in power from 250 w to 1 kw-D, 500 w-N on 1410 kc. The two-story, 26 room, air-conditioned plant contains studios, transmitting and production equipment on the lower level and administrative, sales and program offices above. WELM is a CBS affiliate.

Market experts

Knowledge of the WOW-TV Omaha market paid off in "an evening for two at the Waldorf-Astoria's Empire Room" for winners of the station's "Telequiz" contest, conducted last month among New York media executives. In New York for a series of station presentations, Fred Ebener, WOW-TV sales manager, distributed "Telequiz" cards which were designed to test how well the facts and figures registered with the agency executives. Those who demonstrated the greatest recall in answering the market questions were: Alan Bobbe, Aitkin-Kynett; Roger Clapp, Benton & Bowles; Beryl Seidenberg, Kastor, Hilton, Chesley, Clifford & Atherton; Clifford Botway, Ogilvy Benson & Mather; Dorothy Houghey, Grey Adv., and William Hinman of Lambert & Feasley.

Convention preview

Westinghouse Electric Corp.'s Major Appliance Div. is holding a sales convention today (June 6) to brief salesmen and principal distributors on the political conventions. Westinghouse is sponsoring CBS radio and tv coverage of the conventions, the campaign and election night. Marketing Manager J.J. Anderson announced that Westinghouse is investing some $6 million in the project and said the appliance division had designed a special "peoples' choice" promotion package to enable dealers to tie in directly with the program. Concurrent with the political broadcasts, he said, there will be national magazine and key-city newspaper advertising, supporting refrigerator, freezer, range, dishwasher and laundry equipment productions. Speakers at the sales convention in Columbus, Ohio, include Walter Cronkite, who heads the CBS News team covering the activities; Chris J. Witting, Westinghouse vp for consumer products.

Radio's beer story

There are seven reasons "why radio taps beer customers best," says Radio Advertising Bureau, New York, which last week released a pocket-sized presentation to further brewers' interest in summer radio advertising. "Beer buying and radio listening both hit popularity peaks in summer," RAB points out as one of the "clearly defined advantages" radio can offer brewers. The brochure, the third in a new series of pocket presentations, is called a two-edged tool, to be directed not only at national and regional brewers but at local distributors as well.

Public interest brochure

WSJS-AM-FM-TV Winston-Salem, N.C., has published a brochure showing features it has produced in the public interest. The brochure is illustrated with pictures from the programs themselves and of shows in production. It also contains a lengthy list of the organizations and causes served by the stations. In 1959 the WSJS public service department was responsible for the broadcasting of 3,768 public service announcements (an average of 11 per day); WSJS-TV telecast 153 five-minute public service interviews last year.

Heroine of the brochure is Jean Isenhower, public service coordinator

for radio and tv. The careful planning and attention to detail which she puts into each of the campaigns is outlined and her name comes to the fore prominently in the several letters of appreciation from the organizations served which are reproduced in the pamphlet.

One section of the booklet describes the educational and news services that the stations render the community. For example, WSJS-TV carried each telecast of NBC-TV's *Continental Classroom* in color, a total of 106 hours in 1959. At 9 a.m. each weekday the station devotes another hour to educational tv by telecasting the North Carolina In-School lectures on American history and physical science. In total the WSJS report accomplishes the purpose set forth in the foreword by General Manager Harold Essex of representing "the roles our stations have played in the growth and accomplishments of the areas they serve."

Drumbeats

Round-up time ■ Cliff Tobey, personality of WCAW Charleston, W. Va., togged out in levis and cowboy hat took a one-week, 60-mile covered wagon trek from Hinton to Charleston. Cliff and his team of drivers camped out each night and sent beeper reports and remote broadcasts to the station from their campsites. The journey was sponsored by Woodrum's furniture store to emphasize its "round-up of values."

In book form ■ A current series of discussions on CBS Radio's *Invitation to Learning* program will be released in paperback book form in July. Taplinger Publishing Co., New York, will distribute the book, titled *The Invitation to Learning Reader on War and Peace*. The book will contain transcripts of the series, which has undertaken discussions of 13 famous books on the war and peace topic. The Carnegie Endowment for International Peace initiated the special series as part of its 50th anniversary observance.

Prize porker ■ When the National Stockyard Co., St. Louis, agreed to donate a registered purebred hog as prize for a contest conducted by WEW, that city, it did not reckon on the enthusiasm the offer would generate among the thousands of hog feeders in the area. The contest was the brainchild of WEW Farm Director Paul Vogel. It required listeners to estimate the top price that would be paid for hogs during April and the day on which it would be paid. No fewer than 49 correct answers were submitted. This put the stockyard company in a quandry which it got out of by inviting the 49 experts to come to the market for a drawing for the pig. The winners were guests of the company at a luncheon.

INTERNATIONAL

BRITISH TV SALES BOOMING

Record $200 million gross expected in '60

Tv advertising in Great Britain might well hit a gross time total of $200 million, according to E.P.H. James, a director of London's Television Press Agency. That figure, he said, is based on the present rate of expenditure by British advertisers.

TPA estimates that gross tv time sales for April came to nearly $17,950,000 compared with $13,900,000 for April 1959—an increase of 29%. These estimates are made on the basis of one-time card rates for the time segments in which the spots appeared, before deduction of agency commissions or service discounts. In Great Britain time-buyers deal directly with the program contractor for each region with no station representatives or time brokers involved. (All British tv commercials are spots; there is no direct program sponsorship.)

TPA has figured that tv's share of the total British advertising budget is about the same as in the United States. Mr. James cites this as "quite an achievement, in view of American tv advertising's nine-year lead." United Kingdom regional tv expenditure totals for April 1960 (converted to the nearest $1,000) are as follows:

Area	Contractor	(000)
London	Associated Rediffusion (weekdays)	$ 3,785
London	Associated Television (weekends)	1,726
Midlands	Associated Television (weekdays)	1,837
Midlands Northern	ABC Television (weekends)	965
Northern Scotland	Granada TV Network (weekdays)	3,522
	ABC Television (weekends)	1,371
	Scottish Television (full week)	1,086
S. Wales & W. England	TWW (full week)	1,089
S. & S.E. England	Southern Television (full week)	896
N.E. England	Tyne Tees Television (full week)	908
E. Anglia	Anglia Television (full week)	533
N. Ireland	Ulster Television (full week)	230
	Total Revenue	$17,948

Repeal

Ontario is to permit beer and wine advertising on radio and television under a new ethical code effective Aug. 1, Ontario Premier Leslie Frost announced Tuesday (May 31). Only the sponsor's name will be permitted on programs 10 minutes or longer in duration. Brand name advertising is prohibited under Board of Broadcast Governors' regulations. Beer and wine advertising by Canadian companies now carried on United States border television stations is expected to drop 25%. The Ontario government will keep close watch on such advertising from outside Ontario. If companies violate the new Ontario industry advertising code of ethics, Ontario Liquor Control Board, only sales outlet, may not handle products of offending companies. The new code will permit broader advertising of beer and wine within Ontario but will place more restrictions on what enters Ontario from media elsewhere.

GATES BC-5P-2

The Recognized Leader in 5 KW AM Transmitters

★ **ECONOMICAL OPERATION**—lower operating cost ★ **A NEW SOUND**—thru low distortion and wide response ★ **EASY REMOTE CONTROL**—no outboard devices on the front ★ **COMPACT SIZE**—nothing external ★ **ACCEPTANCE**—largest selling 5 KW manufactured today ★ **READY FOR SHIPMENT**—in stock for prompt delivery

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS

EQUIPPING A RADIO STATION?

A favorite is back!
—in the improved BK-11A

VELOCITY MICROPHONE

only $125.00

All the advantages of the famous 44BX and Junior Velocity Microphones are here combined with the latest developments in ribbon microphone design for full fidelity performance. Wide-range frequency response makes it ideal for music pickup. Bidirectional figure-eight pattern permits placing of performers on both sides of the microphone.

Order your BK-11A now! Write to RCA, Dept. H-22, Building 15-1 Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

CBC granted second Edmonton tv station

Second television stations at Edmonton and Calgary, Alberta, went to the Canadian Broadcasting Corp. and CFCN Calgary, respectively. The Board of Broadcast Governors made its recommendation at Ottawa on May 26 following public hearings in those cities earlier in the month.

This marks the first time that CBC appeared at public hearings in competition with private companies for a television station license. Four other applicants at Edmonton applied for the ch. 5 license. BBG recommended CBC for the license on grounds that the nationally-owned network needs this central western Canadian location to round out its national coverage. CBC has stations CBWT (TV) Winnipeg, Man., and CBUT (TV) Vancouver, B.C., but no station in the 1,500 miles between these two cities.

The move to grant CBC the Edmonton license means that CFRN-TV Edmonton, which has been carrying CBC network programs for the past five years, will be replaced by the new CBC station on the network. CFRN-TV will probably join the second tv network now being planned by private broadcasting interests.

At Calgary the BBG recommended CFCN for the ch. 4 allocation. A family-owned station, in operation by Gordon Love since 1922, CFCN-TV will also be operated by the Love family. This marks the first time that two independently-owned tv stations will be in competition in any Canadian city. CHCT-TV Calgary, is other independent station, and is on the CBC national tv network. There was one other applicant for the Calgary license.

CKPG Prince George, B.C., was recommended for a television station on ch. 3 with power of 210 watts video and 114 watts audio. CKPG was recommended over Aurora TV Ltd., because "in the relatively small market in Prince George better service could be provided to viewers through the economies effected by the combined radio and television service proposed by CKPG Television Ltd.," the BBG stated.

Power increases were approved for CFCW Camrose, Alta., from 1 kw on 1230 kc to 10 kw on 790 kc.; CFRN Edmonton, from 10 kw to 50 kw on 1260 kc; CFRN-FM Edmonton to 810 w. on 100.3 mc; and CJIC Sault Ste. Marie, Ont., from 250 w. to 10 kw. day, 2.5 kw night on 1050 kc.

Humber Valley Broadcasting Co. Ltd., Cornerbrook, Nfld., which has had a construction permit for about a year for 1 kw station on 560 kc., has been recommended to change to 570 kc.

Share transfers were authorized for CKCO-TV Kitchener, Ont.; CKCR Kitchener, Ont.; CJDV Drumheller, Alta.; CFAX Victoria, B.C.; and CJLH-TV Lethbridge, Alta.

Abroad in brief

New am ■ CJLM Joliette, Que., is new 1 kw station on 1350 kc. Maurice Boulianne is manager and Joseph A. Hardy Ltd., Toronto and Montreal, is station representative.

Agency appointment ■ Pepsi-Cola Co. of Canada Ltd., Montreal, Que., has appointed Batten, Barton, Durstine & Osborn Inc., Montreal, to handle account. Russ Haughland, account executive for Pepsi-Cola of Canada at Kenyon & Eckhardt, Montreal, moved to BBDO office.

True escape stories ■ American-Continental Telefilms Inc., N.Y., reports production has started at Carlton Films Studio, Munich, Germany, on 39 half-hour telefilms under the title *Operation Escape*. The series features true stories of escape from behind the Iron Curtain, with only real names and specific escape routes not to be divulged. Distribution in the U.S. and Western Hemisphere will be through Jayark Films Corp., N.Y.

Mackinac vs. Moscow ■ A new tv film production studio that will "produce weapons to put the free world on the ideological offensive" was inaugurated last Wednesday by Moral Re-Armament at Cedar Point on Mackinac Island, Mich. James Coltart, managing director of Scottish Tv Ltd., headed inauguration ceremonies for the 82,500-square-foot unit financed by gifts and on which construction started Sept. 21, 1959.

Halifax tv hearing set

Public hearings by the Board of Broadcast Governors for a second television station at Halifax, N.S., and for a number of tv stations elsewhere in Canada start on June 20 at Halifax. Peter Herschorn is applying for a ch. 5 station at Halifax with 53 kw video and 25 kw audio and antenna of 711 feet. CJCH Halifax, is also applying for a ch. 5 station there with 47.6 kw video and 23.8 kw audio and antenna 793 feet high. Present tv station at Halifax is CBHT (TV) operated by the Canadian Broadcasting Corp., on ch. 3 with 56 kw video and 34 kw audio.

Atlantic Television Ltd., is applying for a ch. 9 station at Antigonish, N.S., with power of 73 kw video and 36.5 kw audio, and antenna 904 feet high.

Satellite tv stations are being asked for by CKRS-TV Jonquiere, Que., at

Roberval, Que. on ch. 8 with 2.36 kw video and 1.18 kw audio, and at Chicoutimi, Que., on ch. 2 with 40 watts video and 20 watts audio.

CBHT Halifax, is requesting power increase for its satellite at Shelburne, N.S., on ch. 8, to 423 watts video and 254 watts audio power. CBC is also requesting a 40 w. low power radio relay transmitter on 610 kc at Hinton, Alta.

CHNS Halifax, is asking for change in share ownership of all its issued common stock, which will result in a change of ownership of this veteran station.

Film studios merge

Meridian Films Ltd., Toronto, Ont., has merged with Toronto International Film Studios Ltd., Toronto. International has studio and production facilities at Kleinburg, Ont., on 200 acres of varied landscape. Meridian Films has a commercial video tape production center at 1202 Woodbine Ave. Planned by the merged operation is a $1,000,000 video tape center at the Kleinburg studios, addition of a mobile tv tape unit, and expansion of the two sound stages at Kleinburg to six. Toronto International Film Studios is one of the companies operated by N.A. Taylor Assocs., Toronto, which includes film production firms and theatre chains. It is planned to promote Canada as a production center for U.S. and British film companies because of the British Commonwealth quota advantages on films produced in Canada.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 26 through June 1. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Station

ACTION BY FCC

WSPA-TV Spartanburg, S.C.—By letter, commission denied request for reconsideration of March 24 action which deferred action on application for cp to relocate WSPA-TV from its present site on Paris Mountain to site on Caesar's Head Mountain, and other related changes, until conclusion of remand proceeding on its application to change trans. site, etc. Ann. June 1.

New Am Stations

ACTIONS BY FCC

Bunkie Bcstg. Co., Bunkie, La.—Designated for hearing application for new am station to operate on 1540 kc, 250 w, D. Ann. June 1.

Rolla, Mo.—Rolla Bcstrs. Granted 1590 kc, 1 kw D. P.O. address 5300 Lamar, Mission, Kan. Estimated construction cost $14,865, first year operating cost $28,904, revenue $36,998. **Roy D. Stanley**, sole owner, is employe, KBKC Mission. Ann. June 1.

APPLICATIONS

Dalton, Ga.—Union Bcstg. Co. 1530 kc, .25 kw D. P.O. address Box 1, Dalton, Ga. Estimated construction cost $18,067. Applicant is **Church of God of Union Assembly**, charitable and religious organization with no capital stock. Ann. May 26.

Amherst, Mass.—College Radio. 1430 kc, 5 kw D. P.O. address % WERI, 11 Railroad Ave., Westerly, R.I. Estimated construction cost $57,950, first year operating cost $70,000, revenue $78,000. Applicant is **Augustine L. Cavallaro Jr.**, who has interest in WERI Westerly, R.I. Ann. May 26.

Kennett, Mo.—Bootheel Bcstg. Co. 1540 kc, 1 kw D. P.O. address William L. Miller, 408 N. Thompson, Hemet, Calif. Estimated construction cost $18,729, first year operating cost $28,900, revenue $36,000. Applicant is **William L. Miller**, former 50% owner of KHSJ Hemet, Calif. Ann. May 25.

Matawan - Keyport, N.J. — Jupiter Assoc. Inc. 1530 wc, .5 kw D. P.O. address 138 Main St., Matawan, N.J. Estimated construction cost $78,382, first year operating cost $75,000, revenue $90,000. Principals include **Ross W. Maghan, Harry T. Ronson, Frederick Staffinger, Joseph Pizzi** and **Charles C. Schock Jr.**, 20% each. Applicants are in various businesses in New Jersey. Ann. May 26.

Troy, N.C.—Troy Bcstg. Co. 1390 kc, .5 kw D. P.O. address Lester L. Williams, P.O. Drawer 471, Rocky Mount, Va. Estimated construction cost $14,175, first year operating cost $24,000, revenue $35,000. Applicant is **Lester L. Williams**, 40% owner of WYTI Rocky Mount, Va. Ann. June 1.

Collierville, Tenn.—Collierville Bcstg. Co. 1590 kc, .5 kw D. P.O. address 636 N. Manassas St., Memphis, Tenn. Estimated construction cost $13,950, first year operating cost $35,700, revenue $46,375. Principals include **E.W. Fitzgerald, Parket C. Henderson, George Klein** and **Pierce A. Thomas**, 25% each. Mr. Fitzgerald is manager of record company. Mr. Klein is employe of WHEY Millington, Tenn. Mr. Thomas is in banking and Mr. Henderson is in vending machines. Ann. May 18.

Nashville, Tenn.—Second Thursday Corp. 1560 kc, 10 kw D. P.O. address Life & Casualty Tower, Nashville, Tenn. Estimated construction cost $55,000, first year operating cost $50,000, revenue $65,000. Principals include **Samuel J. Simon**, 80%, and **Harold Seligman**, 20%, who have interests in WHLP Centerville, Tenn. Ann. May 26.

Edna, Tex.—Coastal Bcstg. Co. 1240 kc, .25 kw unl. P.O. address 751 San Jacinto Bldg., Houston, Tex. Estimated construction cost $9,548, first year operating cost $23,937, revenue $41,474. Principals include **Marvin E. Weaster**, 50%, **Leon Schmidt** and **Harry T. McClain**, 25% each. Mr. Weaster is independent oil operator. Mr. McClain is president of United States Sulphur Co. Mr. Schmidt has interest in KVLG La Grange, Tex. Ann. May 25.

Riverton, Wyo.—William L. Ross. 1370 kc, 1 kw D. P.O. address Box 71, Riverton, Wyo. Estimated construction cost $17,305, first year operating cost $35,000, revenue $40,000. Applicant is engineer with catv system. Ann. June 1.

Existing Am Stations

ACTIONS BY FCC

WNEX Macon, Ga.; WJLD Homewood, Ala.; WJHO Opelika, Ala.; WMGA Moultrie, Ga.; WCOH Newnan, Ga.; WSCG Elberton, Ga.; E.H. Eiland Jr., Union Springs, Ala.—Designated for consolidated hearing applications of WNEX, WJLD, WJHO, WMGA, WCOH, and WSGC to increase daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N, and Mr. Eiland for new station on 1410 kc, 500 w, D; made WCQS Alma, Ga.; WFPA Fort Payne, Ala.; WXAL Demopolis, Ala.; WRBL Columbus, Ga.; WPRY Perry, Fla.; WHPB Belton, S.C., and WTHE Spartanburg, S.C., parties to proceeding. Ann. June 1.

KDYL Tooele, Utah—Granted (1) renewal of license and (2) transfer of control from **Chester L.** and **Hildred R. Price** to **Samuel L., Zelpha U.**, and **O. Larry Gillette**; stock transaction. Ann. June 1.

APPLICATIONS

KHFH Sierra Vista, Ariz.—Cp to change hours of operation from D to unl., using power of 500 w, 1 kw-LS, install DA for nighttime use, make changes in ant. system (decrease height) and delete remote control operation of trans. (1420kc). Ann. May 26.

WJBL Holland, Mich.—Cp to change ant.-trans. location, make changes in DA system (increase height) and changes in ground system (1260kc). Ann. May 26.

KCUL Fort Worth, Tex.—Mod. of cp to make changes in daytime DA system (1540-kc). Ann. May 26.

New Fm Stations

ACTIONS BY FCC

Forrest City, Ark.—Forrest City Bcstg. Co. Granted 93.3 mc, .671 kw. P.O. address Box 707, Forrest City, Ark. Estimated construction cost $4,700, first year operating cost $5,000, revenue $3,000. Principals include **William Fogg**, 36%, **Jack Bridgforth**, 28%, and others, owners of KXJK Forrest City, Ark. Ann. June 1.

St. Petersburg, Fla.—Donald Crawford. Granted 105.9 mc, 105 kw. P.O. address 48 Woodale Rd., Philadelphia, Pa. Estimated construction cost $39,328, first year operating cost $30,000, revenue $34,000. Applicant is general manager of WPCA-TV Philadelphia, Pa. Ann. June 1.

Boise, Idaho — Good Music Bcstg. Co. Granted 99.9 mc, 19 kw. P.O. address 802

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Bannock St., Boise, Idaho. Estimated construction cost $26,000, first year operating cost $32,500, revenue $40,500. Principals include **Roger L. Hagadone, John W. Warren** 49% each, and others. Mr. Warren is in stocks and bonds. Mr. Hagadone has interest in KCIX-TV Nampa, Idaho. Ann. June 1.

Wichita, Kans.—James F. Kramer. Granted 107.3 mc, 30 kw. P.O. address Box 1959, Wichita, Kans. Estimated construction cost $28,859, first year operating cost $15,000, revenue $36,000. Applicant is engineer. Ann. June 1.

***Kansas City, Mo.—Nazarene Theological Seminary.** Granted 90.1 mc, 10 w. P.O. address 1700 E. Meyer Blvd., Box 6076, Kansas City 10, Mo. Estimated construction cost $4,300, first year operating cost $1,000. Ann. June 1.

Pittsburgh, Pa.—Nemco Bcstg. Corp. Granted 104.7 mc, 2.82 kw. P.O. address Consolidated Bldg., Indianapolis, Ind. Estimated construction cost $21,194, first year operating cost $28,170, revenue $36,700. Principals are **Merle H.** and **Ophelia L. Miller,** equal partners. Mr. Miller is lawyer. Ann. June 1.

APPLICATIONS

Las Vegas, Nev.—Suna Bcstg. Corp. 100.5 mc, 2.9 kw. P.O. address Tropicana Hotel, Las Vegas, Nev. Estimated construction cost $12,700, first year operating cost $1,000. Suna Bcstg. is licensee of KRAM Las Vegas. Applicant fm will duplicate am station. Ann. May 25.

Cincinnati, Ohio—Seven Hills Bcstg. Corp. 99.9 mc, 14.1 kw. P.O. address 2888 W. 44th St., Indianapolis, Ind. Estimated construction cost $25,667, first year operating cost $28,530, revenue $42,000. Principals are **Merle H. Miller** and **Ophelia L. Miller,** 50% each. Mr. Miller is attorney. Ann. May 26.

Ownership Changes

ACTIONS BY FCC

KVOY Yuma, Ariz.—Granted transfer of control from **William L. Lindsey,** et al., to **Colonial Bcstg. Corp. (Leo A. Newsome Jr.,** president); consideration $176,596 for 83.3% interest plus agreement to retain transferors on part-time advisory and consultative basis for 5 years at total collective compensation of $6,000 per year. Ann. June 1.

WHCT (TV) Hartford, Conn.—Granted assignment of licenses to **Hartford Phonevision Co.** (wholly owned by **RKO General Inc.**); consideration $150,000, plus $245,200 for 10-year lease, and option to purchase leased property after four years for $570,000. Grantee says it has entered into agreement with **Zenith Radio Corp.** under which it will later apply to FCC for WHCT to test Zeniths' "Phonevision" subscription tv system. RKO General also has WNAC-AM-TV and WRKO (FM) Boston; WOR-AM-FM-TV New York City; KHJ-AM-FM-TV Hollywood; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco; WGMS-AM-FM Bethesda, Md., and Washington, D.C., respectively. Ann. June 1.

WDSR Lake City, Fla.—Granted assignment of licenses to **WDSR Bcstg. Inc. (James M. Wall,** president); consideration $85,000 plus lease of land and buildings. Ann. June 1.

KLGA Algona, Iowa—Granted assignment of license to **KLGA Inc. (Robert W. Behling, Harry C. Snyder** and **Robert A. Wilson**); consideration $80,000. Mr. Snyder owns 50% of KHUB Fremont, Neb. Ann. June 1.

WSIP Paintsville, Ky.—Granted assignment of licenses and cp from **Ted Arnold Silvert** to **Big Sandy Bcstg. Co. (James D. Cox,** president); consideration $150,000. Ann. June 1.

WDAL Meridian, Miss.—Granted assignment of license from **Louis Alford,** et al., to **R.E.** and **Lucille Hook, Winton H. Beaver, Hugh Hughes, Willie Weams, W.S. Bridges** and **Carl Saucerman,** d/b as **R.E. Hook and Assoc.**; consideration $65,000. Mr. Hook and wife have interests in WMAG Forest, WDOD Canton, and WELZ Belzoni, all Mississippi, and WRAG Carrollton, Ala., WRUS Russellville, Ky., and WKIZ Key West, Fla. Ann. June 1.

WPKO Waverly, Ohio—Granted assignment of license from **Alice B. Hively,** et al., to **Ohio Quest Inc. (James B. Denton,** president); consideration $40,000. Ann. June 1.

KAGT Anacortes, Wash.—Granted assignment of license to **KAGT Inc. (Angus W. Lehnhoff,** president); consideration $52,500. Ann. June 1.

APPLICATIONS

KCVR-AM-FM Lodi, Calif.—Seeks assignment of license from **Lloyd Burlingham** to **Radio KCVR** for $157,000. Purchasers are **B. Floyd Farr, George D. Snell** and **George M. Mardikian,** 33⅓% each, owners of KEEN San Jose, Calif. Ann. June 1.

WTTT Arlington, Fla.—Seeks involuntary assignment of license from **WTTT Inc.** to **Lawrence E. Bodkin,** appointed by court order as receiver for corporation. Ann. May 26.

WPDQ Jacksonville, Fla.—Seeks assignment of license from **Jacksonville Bcstg. Corp.** to **WPDQ Inc.** for $507,500. Purchaser is **Ohio Bcstg. Co.,** licensee of WHBC-AM-FM Canton, Ohio, a wholly-owned subsidiary of **Brush Moore Newspapers Inc.,** group headed by **G. Gordon Strong.** Ann. May 26.

WBBN Perry, Ga.—Seeks assignment of license from **Gateway Bcstg. Co.** to **Howard C. Gilreath** for $57,000. Mr. Gilreath is 90% owner of WCLA Claxton and is manager of WVOP Vidalia, both Georgia. Ann. May 25.

KOOO Omaha, Neb.—Seeks assignment of license from **KOOO Corp.** to **Pier San of Nebraska Inc.,** for $275,000. Purchasers are **Webb Pierce, Jim Denny, John Bozeman, K.W. Pyle** and **Port Early,** 20% each. Messrs. Pierce and Denny own WJAT Swainsboro and WBRO Waynesboro, both Georgia. Mr. Bozeman is owner of KSIR Wichita, Kans., while Messrs. Pyle and Early are employes of that station. Ann. May 24.

KBEV Portland, Ore.—Seeks assignment of cp from **Coast Bcstg. Co.** to **Joseph M. Arnoff** for $40,000. Applicant is 90% owner of KIKK Bakersfield, Calif. Ann. June 1.

WANB Waynesburg, Pa.—Seeks transfer of control of **Commonwealth Bcstrs. Inc.** from **Harry J. Daly,** 45%, **Harriett D.** and **John S. Booth,** 45%, and **Earl P. Strine,** 10%, to **George E. McGary Jr.,** sole owner, for $75,000. Mr. McGary is manager of WANB. Ann. May 26.

WEER Warrenton, Va.—Seeks transfer of control of **Radio Assoc. Inc.** from **Thomas H.** and **Georgette E. Strothman,** 66.66⅔%, and **Francis I.** and **Beatrice J. Lambert,** 33.33⅓%, to **Strothmans,** 28.66⅔%, **Lamberts,** 33.33⅓%, and **Laurens M. Hamilton,** 38.01%, for $5,700 plus option to buy remaining holdings from Strothmans for $4,300. Mr. Hamilton also paid to Mr. and Mrs. Strothman the sum of $40,000 in notes held by them from Radio Assoc. Inc. Mr. Hamilton is retired, owns private resort. Ann. May 12.

KEDO Longview, Wash.—Seeks assignment of license from **Triad Bcstg. Corp.** to **Keedo Inc.** with no financial consideration other than lease of facilities at $600 per month. Lessees are **Don L. Veith, Marvin E. Johnston** and **LaVern L. Eaton,** 33⅓% each. Messrs. Veith and Eaton are employes of KEDO. Mr. Johnston formerly held interest in KWIE Kennewick and KWIE Chehalis, both Washington. Ann. June 1.

KOFE Pullman, Wash.—Seeks transfer of control of **KOFE Inc.** from **Herbert E. Everitt,** 60%, **Vivian Rae Everitt,** 15%, and **Gene B. Conklin,** 25%, to **M. William Wippel** and **Robert P. Turnley,** 49% each, and others, for $37,506. Mr. Wippel is employe of KOFE. Mr. Turnley is employe of Northwest Airlines. Ann. May 26.

WAXX Chippewa Falls, Wis.—Seeks assignment of license from **Radio Chippewa** to **Chippewa Bcstg. Inc.** for $106,000. Purchasers are **Jack H. Holden,** 50%, **Donald H. Holden,** 25%, and others. Jack Holden is former employe of WLS Chicago. Donald Holden is former employe of WHBF Rock Island, Ill. Ann. May 25.

WMAM Marinette, Wis.—Seeks assignment of license from **M&M Bcstg. Co.** to **Marinette Central Bcstg. Co.** for $167,500. Purchasers are **Mining Journal Co.,** 90%, and **Frank J. Russell,** president of Mining Journal, 10%. Mining Journal publishes daily newspaper. Mr. Russell has interests in WDMJ and WLUC-TV Marquette, WLST Escanaba, and WMIQ Iron Mountain, all Michigan, and WROD Daytona Beach, Fla. Ann. May 25.

Hearing Cases

FINAL DECISIONS

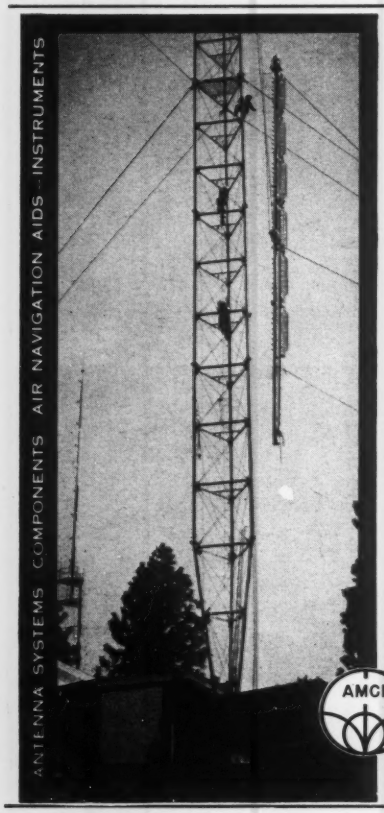
■ By memorandum opinion and order, commission (1) denied petition by Broadcast Bureau to enlarge issues and reopen record and (2) on petition by South County Bcstg. Co., made effective immediately Jan. 8 initial decision and granted its application for new am station to operate on 1370 kc, 500 w, D, in Wickford, R.I. Ann. June 1.

INITIAL DECISIONS

■ Hearing Examiner J.D. Bond issued initial decision looking toward (1) denying protest by Television Corp. of Michigan Inc. (WILX-TV, ch. 10), Onondaga, Mich., and (2) affirming Sept. 22, 1959 grant of application of WOOD Bcstg. Inc., to change trans. location of WOOD-TV (ch. 8) Grand Rapids, Mich., from 10 miles northeast of that city to site 19 miles southeast thereof, make changes in ant. system and other equipment, and increase ant. height by two feet—to 1,000 ft. Ann. May 26.

■ Hearing Examiner Forest L. McClenning issued supplemental initial decision looking toward granting application of Radio Americas Corp. to change facilities of station WORA Mayaguez, P.R., from 1150 kc, 1 kw, unl., to 760 kc, 5 kw, unl., DA. Ann. May 26.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Richard C. Simonton, d/b as Telemusic Co. for new class B fm station



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to operate on 95.1 mc in San Bernardino, Calif. Ann. May 26.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward denying for default in prosecution application of Greentree Communications Enterprises Inc., for new tv station to operate on ch. 9 in Flagstaff, Ariz. Ann. May 27.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting applications of H and R Electronics Inc., and North Carolina Electronics Inc., for new am stations to operate on 1550 kc, 1 kw, D, in Greenville and Raleigh, N.C., respectively, and dismissing application of Poston-Larson Bcstg. Co. for new station on 1550 kc, 500 w, D, in Graham, N.C. Ann. May 31.

OTHER ACTIONS

■ Commission on May 26 directed preparation of document looking toward granting application of Tri-County Bcstg. Corp. for new am station to operate on 1550 kc, 500 w, DA, D, in Plainfield, N.J., and denying applications of Broadcasters Inc., for same facilities in South Plainfield, N.J., and Eastern Bcstg. Co. to increase the daytime power of station WDRF Chester, Pa., from 1 kw to 5 kw, continuing operation on 1590 kc, 1 kw-N, DA-N. Sept. 21, 1959 initial decision looked toward this action. Ann. May 26.

■ Commission on May 26 directed preparation of document looking toward granting application of Capital Cities Tv Corp. for new tv station to operate on ch. 10 in Vail Mills, N.Y., and denying competing application of Veterans Bcstg. Co. Aug. 11, 1959 initial decision looked toward this action. Ann. May 27.

■ Commission on May 26 directed preparation of document looking toward granting application of Newark Bcstg. Corp. for new class B fm station to operate on 100.3 mc with ERP 20 kw and ant. height 337 ft., in Newark, N.J., and denying competing application of Loew's Theatres Bcstg. Corp. seeking same frequency in New York, N.Y., with ERP 19 kw and ant. height 514 ft. Oct. 8, 1959 initial decision looked toward this action. Ann. May 27.

■ Commission on May 25 granted request by KFSD Inc. (KFSD-TV ch. 10), San Diego, Calif., and extended to June 3 time to file responses to petition by Bakersfield Bcstg. Co. (KBAK-TV ch. 29), Bakersfield, Calif., to delete ch. 10 from Bakersfield, Calif., tv assignments and to add in lieu thereof ch. 45. Ann. May 27.

■ By memorandum opinion and order, commission dismissed, because of conflict with North American Regional Broadcasting Agreement, that portion of application of Brennan Bcstg. Co. seeking nighttime operation on 690 kc with 25 kw in Jacksonville, Fla., which had been retained in hearing status pending ratification of NARBA, and terminated proceedings. That portion of Brennan's application seeking new station (WAPE) on 690 kc with 25 kw, D, in Jacksonville, Fla., was granted Feb. 27, 1957. Ann. June 1.

■ By memorandum opinion and order, commission, on petition by Union County Bcstg. Co., severed from consolidated proceeding and granted its application for new am station to operate on 1550 kc, 250 w, D, in Morganfield, Ky.; engineering condition. Ann. June 1.

■ By memorandum opinion and order, commission denied petition by Suburban Bcstg. Corp. to schedule early oral argument in proceeding on its application for new am station in State College, Pa. Ann. June 1.

■ By memorandum opinion and order, commission dismissed as moot petition by WENT Bcstg. Corp. (WENT), Gloversville, N.Y., to include economic issue in proceeding on application of Martin Karig for new am station in Johnstown, N.Y., and denied WENT petition in other respects. Ann. June 1.

■ By memorandum opinion and order, commission denied joint petition by Bible Institute of Los Angeles Inc., Los Angeles, and Benjamin C. Brown, Oceanside, Calif., for reconsideration and grant without hearing their fm applications. KBBI seeks change of power and ant. height, on 107.5 mc, and Mr. Brown seeks new station on 107.7 mc. Ann. June 1.

■ By memorandum opinion and order, commission (1) on its own motion, amended hearing issues in consolidated am proceeding to delete reference to respondent William C. Forrest (WIBU), Poynette, Wis., and applicant WSBC Bcstg. Co. (WSBC), Chicago, Ill., from programming consideration in issues 6 and 7, and (2) to extent indicated in memorandum opinion, dismissed as moot and denied in other respects petition for reconsideration by Mr. Forrest and respondent WBOW Inc. (WBOW), Terre Haute, Ind. Ann. June 1.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to June 1 time to respond to petition by Guinan Realty Co., Mount Carmel, Pa., for reconsideration, stay of order, and rehearing in proceeding on its am application and that of Louis Adelman, Hazelton, Pa. Action May 26.

By Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for 1:30 p.m., June 9, in proceeding on application of Kenneth F. Warren for new fm station in Monterey, Calif. Action May 27.

■ Scheduled prehearing conference for 9 a.m., June 2 in proceeding on application of Concord Kannapolis Bcstg. Co., for new fm station in Concord, N.C. Action May 27.

By Hearing Examiner J.D. Bond

■ Granted petition by Broadcast Bureau and extended from May 24 to May 31 time to file proposed findings of fact and conclusions of law and from June 3 to June 13 to file reply pleadings in proceeding on am applications of John K. Rogers, Bristol, Tenn., and Kingsport Bcstg. Co.(WKPT), Kingsport, Tenn. Action May 25.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Independent Bcstg. Co. (KTTS), Springfield, Mo., and continued hearing on its am application from May 31 to July 11. Action May 26.

■ By order, formalized action taken at May 27 oral argument which vacated such portion of April 5 order designating April 18 to file additional engineering exhibits, May 18 to submit rebuttal exhibits by Inter-Cities and June 1 for hearing, and scheduled calendar of future procedural steps in proceeding on application of Inter-Cities Bcstg. Co. for new am station in Livonia, Mich.; scheduled further hearing for Sept. 19. Action May 27.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued without date further hearing scheduled for May 31 in proceeding on am application of Rodney F. Johnson (KWJJ), Portland, Ore. Action May 26.

By Hearing Examiner Millard F. French

■ Pursuant to agreement reached at May 25 prehearing conference, continued hearing from June 6 to Sept. 13 in proceeding on am applications of WTTT Inc. (WTTT), Arlington, Fla., et al. Action May 25.

By Hearing Examiner Annie Neal Huntting

■ Granted request of Broadcast Bureau to advance prehearing conference scheduled for June 9 at 10 a.m., to 9 a.m. on same day in proceeding on applications of Radio Station WESB and Canandiagua Bcstg. Co. for new am stations in Canandaigua, N.Y. Action May 27.

■ Scheduled further prehearing conference for June 3 at 9 a.m., in proceeding on am application of Tri-State Bcstg. Co. (WGTA) Summerville, Ga. Action May 27.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 27 to June 14 date to file proposed findings in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS) South Hill, and Patrick Henry Bcstg. Corp. (WHEE) Martinsville, both Virginia. Action May 26.

■ Continued from June 15 to June 30 hearing in proceeding on applications of Laramie Bcstrs. for am facilities in Laramie, Wyo., et al. Action May 27.

■ Scheduled oral argument for 3:30 p.m., June 1, on petition by T.I. Moseley for leave to amend his application for new am station in Denver, Colo., which is consolidated for hearing. Action May 31.

By Hearing Examiner Jay A. Kyle

■ Upon request by Ionia Bcstg. Co. (WION) Ionia, Mich., scheduled June 9 for prehearing conference on its am application. Action May 25.

■ In accordance with transcript of record of May 27 in proceeding on applications of American Broadcasting-Paramount Theatres Inc. (KABC-FM) Los Angeles, and Tri-Counties Public Service Inc. (KUDU-FM) Ventura-Oxnard, Calif., ordered that proposed findings and conclusions shall be filed on or before June 20 and replies on or before July 17 and closed record. Action May 27.

By Hearing Examiner David I. Kraushaar

■ Upon request by applicant, continued further hearing from May 27 to June 2 in proceeding on application of Suburban Bcstrs for fm facilities in Elizabeth, N.J. Action May 26.

■ Scheduled prehearing conference for June 14 in proceeding on am applications of Hub City Bcstg. Co. (WHSY) Hattiesburg, Miss., et al. Action May 27.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after prehearing conference in proceeding on am applications of Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo., et al; scheduled hearing for July 26. Action May 25.

■ Upon request of protestant WSTV Inc. (WBOY-TV ch. 12), Clarksburg, W.Va., and without objection by other parties, rescheduled to June 20 at 2 p.m., hearing now scheduled for June 15 in matter of application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV ch. 5, Weston, W.Va., by J.P. Beacom to Thomas P. Johnson and George W. Eby. Action May 26.

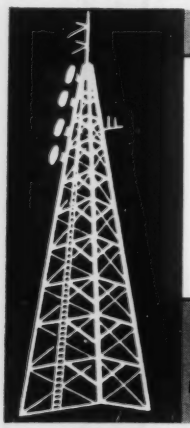
■ On request of International Good Music Inc. and without objection by Lawrence W. Felt and Broadcast Bureau, continued further hearing from May 25 to May 31 in proceeding on applications of International and Mr. Felt for new fm stations in San Diego and Carlsbad, Calif. Action May 25.

■ On request by applicants and without objection by Broadcast Bureau, continued further hearing from May 31 to June 7 in proceeding on applications of Lawrence W. Felt and International Good Music Inc., for new fm stations in Carlsbad and San Diego, both California. Action May 31.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Fort Wayne Bcstg. Co. to dismiss its petition for leave to amend its application for new am station in Fort Wayne, Ind., which is consolidated for hearing with am applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al.

Continued to dates to be fixed dates heretofore scheduled for (1) exchange of exhibits with respect to step 2 of hearing relative to group 3, (2) notification of witnesses desired for cross-examination, and (3) evidentiary hearing, and scheduled for 2 p.m., June 7 further prehearing conference for group 3 to consider new issues and their effect on procedures heretofore agreed upon and to fix new dates with respect to step 2 for exchange of exhibits, etc., in proceeding on am applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al. Action May 27.



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 1

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,410	75	71	871
FM	651	87	105	120
TV	473	57	103	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 1

	VHF	UHF	TV
Commercial	451	78	529
Non-commercial	35	11	46

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1960

	AM	FM	TV
Licensed (all on air)	3,408	646	472[1]
CPs on air (new stations)	61	71	56[2]
CPs not on air (new stations)	84	161	76
Total authorized stations	3,553	878	652
Applications for new stations (not in hearing)	617	77	43
Applications for new stations (in hearing)	211	42	66
Total applications for new stations	828	119	109
Applications for major changes (not in hearing)	686	41	33
Applications for major changes (in hearing)	194	10	18
Total applications for major changes	880	51	51
Licenses deleted	1	1	0
CPs deleted	1	3	17

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 27

KOSA-TV Odessa, Tex.—Granted assignment of licenses to **Southwest States Inc.**

KROD-AM-TV; KVII (TV)—El Paso & Amarillo, Tex.—Granted transfer of control from **Television Properties Inc.** to **Jack C.** and **Grady H. Vaughn Jr.** and **Television Properties Inc.** (Vaughn's own majority interest).

WBBK Blakely, Ga.—Granted license for am station and specify trans.

WDOD-FM Chattanooga, Tenn.—Granted license for fm station.

WGAD Gadsden, Ala.—Granted license covering installation new trans.

WEEB Southern Pines, N.C.—Granted license covering increase in power and installation new trans.

WCMN Arecibo, P.R.—Granted license covering installation new main trans.

KNAF Fredericksburg, Tex.—Granted license covering change in facilities, changes in ant. (increase height) and ground system, installation new trans., specify trans. and trans. location redescribed.

WARN Fort Pierce, Fla.—Granted license covering change in ant.-trans. and studio location and make changes in ground system.

WEEL Fairfax, Va.—Granted license covering change of hours of operation from D to unl., installation DA for nighttime use and make changes in ground system.

WBML Macon, Ga.—Granted license covering installation new trans. as alternate main trans. with remote control operation.

***WCBE (FM) Columbus, Ohio**—Granted license to operate on 11 kw.

***WBGU (FM) Bowling Green, Ohio**—Granted license covering installation new trans., change of ERP and ant. height, and trans. and studio locations.

WCKB Dunn, N.C.—Granted license covering installation new trans.

WANN Annapolis, Md.—Granted license covering increase in power, installation DA and new trans., changes in ground system and deletion remote control operation of trans.

WAYS Charlotte, N.C.—Granted license covering installation new trans.

WEUP Huntsville, Ala.—Granted license covering increase in power, change of type trans. and make changes in ant. system.

KWG Stockton, Calif.—Granted mod. of license to operate trans. by remote control.

WFMD-FM Frederick, Md.—Granted mod. of cp to change type trans. type ant. and make changes in ant. system.

WMBT (FM) Lansing, Mich.—Granted mod. of cp to change frequency to 100.7 mc.; increase ERP to 61 kw, change type trans.; type ant. and decrease ant. height to 360 ft.; condition.

KITT (FM) San Diego, Calif.—Granted mod. of cp to change type trans.; condition.

KFMU (FM), KFMW (FM) Los Angeles & San Bernardino, Calif.—Remote control permitted.

WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent Memorial Day, May 30.

KAAB Hot Springs, Ark.—Granted extension of authority to sign-off at 8:05 p.m., except for special events for period ending June 30.

Actions of May 26

KTCA-TV St. Paul, Minn.—Granted mod. of license to change studio location.

KFMH (FM) Colorado Springs, Colo.—Granted cp to increase ERP to 23 kw, ant. height to 2,300 ft., change ant-trans. location, install new type ant. and make changes in ant. system.

KMBY Monterey, Calif.—Granted cp to change ant.-trans. location and make changes in ant. system (erect new ant. structure); condition.

WFMG (FM) Gallitin, Tenn.—Granted mod. of cp to change frequency to 104.5 mc; decrease ERP to 8.2 kw; ant. height to 5 ft.; change type ant. and type trans.

WPBC-FM Minneapolis, Minn.—Granted mod. of cp to increase ERP to 5.5 kw; change type trans. and type ant. and make changes in ant. system; conditions.

WYAL Scotland Neck, N.C.—Granted mod. of cp to change name to **WYAL Radio Inc.**

KNUZ-FM Houston, Tex.—Granted mod. of cp to increase ERP to 64 kw; ant. height to 540 ft.; change ant.-trans. location, type ant. and make changes in ant. system; remote control permitted.

KTBC-FM Austin, Tex.—Granted mod. of cp to increase ERP to 94 kw and change type trans.; condition.

KCSR Chadron, Neb.—Granted authority to sign-off at 6 p.m., MST, for period ending Nov. 1 except for special events when station would remain on air to licensed sign-off time.

■ Following stations were granted extensions of completion dates as shown: WXGA-TV Waycross, Ga. to Dec. 9; KFVS-TV Cape Girardeau, Mo. to Dec. 17; KCHJ Delano, Calif. to Aug. 1; WEGP Presque Isle, Me. to June 30; WETT Ocean City, Md. to Aug. 1; KPAT Idaho Falls, Idaho to June 30; WCLM (FM) Chicago, Ill. to Aug. 6; KBBW (FM) San Diego, Calif. to Oct. 13; KHQ-FM Spokane, Wash. to Nov. 16;

Continued on page 111

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RADIO

Help Wanted—Management

Managers - commercial manager - salesman. Mid south chain has opening—experienced salesman with management potential—28-40—married, Liberal guarantee, rapid advancement, all moving expenses. Send resume, recent photo, Box 198A, BROADCASTING.

Sales manager—5 kw—network—east. AM also fm. Must sell on local, regional, national level. Supervise salesmen. Management potential desirable. Send data to Box 614A, BROADCASTING.

Aggressive manager with sales ability for small market station. Midwest location! Complete resume needed. Box 733A, BROADCASTING.

Manager for a power Gulf-south station covering local market of 175,000. Need hard selling man who is willing to work to develop potential. This is a multiple operation with fringe benefits including stock deal for proven man. Contact Joe Carson, phone 482-6133, Meridian, Mississippi.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

One of New England's best 250 watters (1 kw just granted) in a highly competitive city, needs go-getting, local sales manager. Salary, commission and car allowance. Box 462A BROADCASTING.

Opportunity for sales manager with $30,000 to invest in ownership. Medium market—Colorado. Box 547A, BROADCASTING.

University town in Wisconsin, 125,000 population Christian fm station. Prefer experienced man. Salary and commission, all fringe benefits. Good insurance man also considered. Box 648A BROADCASTING.

Wanted: Experienced salesman for one market station population 75,000, salary and commission. No drifters. Excellent opportunity for good salesman. Box 727A, BROADCASTING.

Wanted: An experienced time salesman for a single station midwest market. This is an exceptional growth opportunity in a rich market and is a permanent position for the right man. $100 a week guarantee to start. Write fully to Box 750A, BROADCASTING.

South Florida. Live in "tropical paradise" and earn top income. "Pulse" proven number one station now accepting applications for experienced, aggressive, and imaginative account executives. Don't apply unless you have had a minimum of three years sales experience in radio or tv. Send resume and photo to Box 539, Hollywood, Florida.

Salary unlimited to right man. Live and work in Missouri's largest vacation area, The Lake of the Ozarks. Must be experienced, dependable and a hustler. Year around potential. Contact Jim Risner, Owner, Manager, KRMS, Osage Beach, Mo.

Experienced salesman for southern Michigan station. Weekly guarantee with liberal commission. Good opportunity. WHMI, Howell, Michigan.

Help Wanted—(Cont'd)

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent. Adult music station for dj work plus news gathering and writing. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 580A, BROADCASTING.

Need one more good announcer for chain station in western Pennsylvania. Minimum 1½ years recent air experience. No top 40, no r&r, just solid commercial radio with top-rated station in fine market. Good salary with regular raises, good working conditions. Excellent opportunity for advancement. Send tape and resume immediately. Box 585A, BROADCASTING.

Chief announcer—5 kw network—east. Some experience in all types of announcing and public service. Must cooperate with and coordinate work of program, sales and traffic department. Management ability will be developed. Mail necessary information to Box 613A, BROADCASTING.

Swingin' dj ready to move up to pd number 1 format station, midwest. Chance for tv too. Send short, expendable tape and picture. Box 665A, BROADCASTING.

Have immediate opening for good announcer with right attitude and ability. No floaters, not top 40 operation. Box 722A, BROADCASTING.

Two experienced negro deejays for large eastern metro station. One must be top personality, the other a summer replacement staffer. Excellent pay. Rush tape, resume and photo. Box 723A, BROADCASTING.

50,000 watt Los Angeles indie needs dj comedy team. Bright future outstanding showcase. Write or wire 741A, BROADCASTING. Include audition tape and photos.

Young aggressive announcer-program director, needed at fast growing adult programmed fulltime am and fm station located in major Michigan market. Send photo, tape, and complete resume to Box 755A, BROADCASTING.

Good dj for No. 1 station. Top-40, not frantic. Start August 1. Send tape, photo, etc. Sales? KBLU, Stardust Hotel, Yuma, Arizona.

Announcer-copywriter. $400 per month. KBRZ, Freeport, Texas.

KBUD, Athens, Texas seeking experienced staff announcer.

Immediate opening for announcer with first phone. Wire or call Dan T. Griffin, WBIG, Greensboro, N.C.

WHRT—Hartselle, Alabama needs combination announcer—1st class engineer. Please write Gene Newman, WHRT—Hartselle, Ala.

Stay there! Earn extra cash. Write for details Send audition tape. Box 10613, Tampa, Florida.

Help Wanted—(Cont'd)

Announcers

Announcers! Many opportunities for experienced broadcasters. Tapes (include return postage) and resume required before interviews. Contact, Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630-5th Avenue, N.Y. 20, N.Y.

Have immediate opening for two announcers. Station is located in northwest Florida. Population, over 30,000. Send tape and resume to Henry G. Beam, Box 966, Huntsville, Alabama.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Enterprising independent station in Virginia needs engineer-announcer. First class ticket essential, announcing secondary. Short hours, salary commensurate with experience. Reply Box 344A, BROADCASTING.

Have opening for first-class engineer-announcer in Pacific northwest. Personal interview necessary. Send tape and particulars to Box 542A, BROADCASTING.

Wanted, engineer with first ticket central Pennsylvania station. No experience or maintenance required. $65 for 41½ hours work week. Box 681A, BROADCASTING.

First phone transmitter engineer for group station in large midwestern city. No announcing. Good pay, insurance and retirement benefits. Box 704A, BROADCASTING.

1 kw daytimer NYS needs chief. Schafer automation, Gates transmitter and remote. Box 718A, BROADCASTING.

Do you want to live in No. Calif.—So. Oregon and work in radio and or tv? If you do, write Don Telford, KIEM-TV, Box 1021, Eureka, Calif. Openings for first fone tech, production and sales.

Engineer—First class ticket. Summer relief immediately. Transmitter duties. Must have car. Chief engineer, WEZE, Statler Office Building, Boston, Mass.

Production-Programming, Others

Top ten market station needs a production minded male continuity director. Ability to do air work also. Top money for right man. Modern radio background or agency. Send picture, resume and sample copy and tape of your work. Box 638A, BROADCASTING.

Top sales and production personnel. KASE, Austin, Texas.

Help Wanted—(Cont'd)

Production-Programming, Others

Program director. Position includes air work with football and basketball play-by-play. Excellent earnings. Personal interview necessary. Contact Bob Erickson, General Manager, KOKX Radio, Keokuk, Iowa.

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

RADIO

Situations Wanted—Management

General manager—Top sales manager now large market. Desire No. 1 job in large market. Have solid know how both sales and programming, promotion of formula "pop music" operation. Current operation rated "one". 5 figures. Reply only for general management. Family man—thirties. Box 700A, BROADCASTING.

Former owner-manager, who left the business for opportunity outside broadcasting field, now back in industry as program director, desires more lucrative position in management. 25 years experience in all phases of radio. Willing to re-locate anywhere. Open to negotiation concerning salary or other financial arrangement. Box 707A, BROADCASTING.

Manager or sales—nineteen years, successful record, under forty, married. Prefer Virginia-Carolinas-medium or small markets, will buy interest. Box 709A, BROADCASTING.

Personality, newscaster-commentator, adult pro radio-tv, highest-caliber all phases, operations, programming, management. Employed top-market, desire challenge, large station/group, seeking return sane, common-sense broadcasting. Box 712A, BROADCASTING.

Had interest in 10 kw station. Sold for profit. Seeking above average position. I've done everything in am and tv including ownership. Finest references. Box 714A, BROADCASTING.

Qualified pd, ce, dj wants advancement to management. Minimum $150. Box 716A, BROADCASTING.

Manager or sales manager. Would like to join station in major and highly competitive market which needs sales and/or other improvement and can offer remuneration commensurate with results. 18 years creative thinking, dynamic action and outstanding results all phases major market radio, television and agency. Have handled and sold all versions of format and smooth sound. A stable, enthusiastic, hard-working producer and pace-setting leader. With present employer 11 years. Age 38. Married, 2 children. Devoted family man. No drinking. Box 731A, BROADCASTING.

Ready to manage. Experienced, young broadcasting executive now serving as sales manager and assistant manager of very profitable facility in highly competitive medium market. Seeking long term general management opportunity offering avenues of advancement equal to my performance. University graduate and former broadcasting trade association executive, well known to industry leaders. Outstanding reputation verified by highest references. Age 30. Married. Box 736A, BROADCASTING.

Absentee owners: Versatile couple available relocation station management. Thirty-seven years combined experience. Excellent sales and production. First phone. Box 765A, BROADCASTING.

Management-sales manager twelve years experience in all phases of radio. Two years network staff experience, three years country dj experience. Worked independent stations from sports announcer to chief announcer, sales manager, and station manager. Proven record in sales and management. Guarantee to make your station go. Prefer south east, or south west. College degree. Highly adaptable. Hard worker. Thirty four years old. Family man. Prefer part ownership of station. Available for interview after July first. On vacation in west until that date. Send inquiries to: Thurston Springer, 761 Virginia Ave., Gallatin, Tenn.

Situations Wanted—(Cont'd)

Management

Due to a change to non-commercial operations, the general manager of the country's largest and best-known fm station is now available for other assignment. In the two years of his tenure, the station has achieved nation-wide publicity, increased gross billings by over 500%, and been applauded by the national press for its programming policies with particular emphasis on public affairs, music, and foreign exchange material. He has been responsible for the entire operation, covering management, programming and production, publicity and promotion, and sales development. He negotiated on behalf of the station, in the Soviet Union, for the first and only regular radio program exchange between that country and the United States. He has been responsible for securing countless "first performances" and United States premieres and "exclusives" in the musical and other areas for this station. He is considered one of the outstanding authorities in the country on fm broadcasting—and on where, when, and how to use this rapidly growing and increasingly influential and important medium. Can you use this knowledge? Detailed resumes available upon request, and, of course, all replies kept strictly confidential. Please communicate with Bert Cowlan, 72-14 Manse Street, Forest Hills 75, New York, LIggett 4-7384.

Sales

Salesman-sales manager. Excellent record. Box 575A, BROADCASTING.

Sales, radio-tv. Experienced in one of top 15 markets. Presently employed, successful sales story, but limited future. Strong production background. Alert to today's and tomorrow's trends. Married. Will relocate. Box 749A, BROADCASTING.

Announcers

News, staff, personality announcer. 25, mature, college grad, Korean vet. Most vicinities considered. Would prefer warm climate. Send for details. Box 565A, BROADCASTING.

Sports-announcer—part time, 30, married, college degree. Seeks position New York City and vicinity. A little light in experience but heavy on ability. Will submit tape on request. Also experienced in copywriting. Box 622A, BROADCASTING.

Need me? DJ-news. Bright, happy sound, tight production. Currently employed in major market. Seeking better working conditions. Experience plus extras. Box 633A, BROADCASTING.

Desire to settle in metropolitan area with radio future. Four and one-half years experience, two years college. Deep, warm toned voice. Excellent diction, veteran, married, children. Box 649A, BROADCASTING.

Many abilities, news and sportscasting tops. Popular and classical dj—workhorse. Single. Box 654A, BROADCASTING.

Country-western leanings. PD, sales, news, dj, guitarist. Presently ca, Ohio, anywhere. Available soon. Box 659A, BROADCASTING.

Announcer—8 years experience, currently employed, desires to locate permanently in new market. Adult or top 40. Experience includes heavy stints in news, tv, and major college play-by-play plus sportscasting. Desire southwest but any job with permanency ok. Box 668A, BROADCASTING.

North Carolinian at first announcing job since service. Single, 25, college grad. Box 708A, BROADCASTING.

Radio school graduate. Experienced announcer, salesman, sportscaster. Seeking opportunity for advancement. Prefer east. Box 715A, BROADCASTING.

Announcer. Primarily personality and news, versatile. Experienced, college graduate, family. Box 717A, BROADCASTING.

Saxon-top jock, swingin' urban style, 10 calenders x-perience-hooray-dio, desires watt works with long pants-long life-no top forty fable foundries pleez! Box 719A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention Oklahoma! 10 years personality jockey, staff announcer, newsman, salesman, production, programming, and engineering. Both radio and television. Can combine any or all of these. Box 720A, BROADCASTING.

First ticket, little experience. Need start. Any location considered. Box 721A, BROADCASTING.

I want Michigan, as my next and final place of employment. Swing dj and news man, now also in some sales, wants to go home to south Michigan or north Indiana. Presently at 5000 watt top fifty. $100-minimum. Box 724A, BROADCASTING.

One of top ten markets! Want a top rated all night personality with proven sponsor record, writing, production experience? Available middle of June. Box 725A, BROADCASTING.

Announcer—Seven years combo experience. First phone. Box 726A, BROADCASTING.

Morning man. Happy swinging—not screaming—adult show. Start your broadcast day on top. Present employer does for only $125. Box 728A, BROADCASTING.

Announcer, wants job. Will travel anywhere. Some experience. Available now. Box 729A, BROADCASTING.

Hello California and the far west! Young, experienced salesman—air personality: DJ, news and sports—wants to join you! Married, two children. 5 years experience, best references. Cornell graduate. Proven air work and sales record. Brochure, tape and photograph upon request. Child's health requires climatic change. Box 735A, BROADCASTING.

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 737A, BROADCASTING.

Versatile announcer, mature voice, modern musical format. Seeks eastern station. Box 738A, BROADCASTING.

Bright new talent—sparkling newscasts and commercials, any type show. Box 739A, BROADCASTING.

Attention New England. Wide awake morning man now swinging in major midwest market wants to get back home. Five years experience. Would like radio and tv operation. Excellent reference. Box 740A, BROADCASTING.

Eight years of solid radio. References from all. Knows formula and standard radio, thorough music and news. Veteran with college. Finest of background. Box 745A, BROADCASTING.

Announcer, experienced, vet, not a prima donna, floater, tight format board. Box 754A, BROADCASTING.

Announcer-engineer, 1st phone, 2 years experience. Prefer eastern United States. Box 756A, BROADCASTING.

AAA outstanding staff announcer. Nine years experience, all phases of production. Strong on professional commercial production. Network news experience. Good copywriter. Desire permanent position at good starting pay. Prefer west coast, but will consider other good offers. Box 757A, BROADCASTING.

AAA, ability, adaptable, available. News, music, staff, specials and sales. Professional and college training. Box 758A, BROADCASTING.

PD and sports, 7 years experience, play-by-play, college graduate, 26, married. Employed, good character and references. Box 761A, BROADCASTING.

First phone experienced announcer seeking stable, good paying position. Radio or tv. Good references. No smoking or drinking. Phone JU 4-3263. Tommy Jones, Route 3, DeQueen, Arkansas.

Announcer—experienced. Strong on news. Also handle staff work. Single, 20, will travel. Address 410 6th Avenue, Oakdale, Louisiana. Phone-1423M.

Situations Wanted—(Cont'd)

Announcers

Announcer-salesman, experienced, veteran, good tight production, will travel. William Ayres, 5 Birchill Rd., Great Neck, N.Y. HU 2-5244.

"Combo" announcer-engineer. Six months announcing experience; first class license. Desire small to medium market with opportunity to improve announcing and learn maintenance. 3 years college, single, 25. Mort Flora, 3206 Hudnall, Apt. C, Dallas 35, Texas. LA 8-8896.

Ex-marine, have voice, will travel. Graduate professional broadcasting school. May I send you my tape, resume, and photo? Ken Hale, 18055 Schoenherr Rd., Detroit 5, Michigan.

First phone. Degree. Music expert. Good voice. Wants job as summer replacement Jim Horner, 1659 252 St., Harbor City, California.

Staff announcer. Married, eager, dependable vet, who is grad of broadcasting college, but has no experience, desires position in small station. Good aptitude for copywriting. Plenty potential. Prefer midwest location or Rocky Mountain area. Will send tape, photo and resume on request immediately. Larry Klinger, 5159 W. Bloomingdale, Chicago 39, Ill. National 2-6074.

Staff announcer. First ticket. Board operator. All staff duties. McCullough, 214 10th St., Havre, Montana, phone 5-7774.

Qualified sportscaster and staffman. Desires permanent move to medium or large market, or radio-tv combination. Employed, 28, family, college. Larry Myers, 1202 Harrison, Canon City, Colorado.

Experienced dj-newsman, 3 years board 2nd FCC. Prefer California. Tape, photo, resume. Jerry Peterson, 2255 29th, Apt. "E", Santa Monica, California, EX 6-9604.

Available immediately, currently employed by 1000 watt daytime station, announcer with over 1 year experience. Tight, bright, and concise. Ready to move up. Write David B. Simmons, 119 Poplar, Caruthersville, Missouri.

Technical

Chief engineer—qualified and experienced in construction, maintenance, directionals and measurements. Box 688A, BROADCASTING.

Engineer, four years experience, presently employed, desires position with maintenance. Box 734A, BROADCASTING.

Chief engineer, 23 years construction, maintenance, directionals, remote control experience. References, prefer midwest. Box 748A, BROADCASTING.

Experienced first phone announcer available. $100. Phone Palatka, Florida, East 5-4536, Extension 216.

First phone. Desire employment with opportunity to learn. Moody Ballow, 3104 Hudnall, Apt. C, Dallas 35, Texas.

Attention Florida: Do you need a good engineer-announcer? Five years in the field with first phone. I've been chief engineer and announcer, and news director. $100 per week minimum. Call Bud Lucas, St. Petersburg 56-4151.

Production—Programming, Others

College grad, 25, single, desires start in radio. Box 751A, BROADCASTING.

Young man 28, seeks permanent position with future in television or music. Excellent knowledge of music and graduate of SRT-TV school. Box 759A, BROADCASTING.

Leading N.Y. radio news personality desires challenging assignment in growing market. With 20 years success story, will deliver highest quality news and public affairs direction for solid radio or tv station or chain. Top references, strong in organization of local news department. Base required: $15,000. For the dynamic, creative, news director you need to increase ratings and prestige, write Box 760A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Add color to local production aids and commercials! Ace personality specializing in humor will produce your spots economically. Write Gutenberger Productions, 7313 Stockdale Street, Sacramento 22, California.

TELEVISION

Help Wanted—Sales

Aggressive salesman for local sales. The future is here if you have the ability. Experience in radio or tv necessary. Must have car. Good earnings at the start with unlimited potential. Family man preferred. Station is tops in the area. Full CBS, ABC schedule. All the advantages of raising a family in a small, friendly community. Send complete resume, references and photo. Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Technical

Full power Florida vhf seeks first phone transmitter engineer immediately. Good pay, pension, insurance benefits. Box 705A, BROADCASTING.

Wanted: Chief engineer for am-fm-tv station. Rocky Mountain, west. Full power network tv. Must be top man. Send complete resume, references, salary required. Our employes know of this ad. Box 753A, BROADCASTING.

Central Florida—studio maintenance technician—must be good—guaranteed $125.00 per week. Send complete resume, references and recent snapshot first letter. Box 764A, BROADCASTING.

Wanted: Experienced tv transmitter engineer. RCA TT25BL transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

New station KEYC-TV, Mankato, Minn. has openings for studio and xmtr engineers. Contact D. C. Borchert, Chief Engineer.

WBTW, a full power channel 8 Jefferson Standard television station has openings for engineers with first class license. Television experience preferred but will consider qualified radio men. Apply with resume to Engineering Manager, WBTW, Florence, S.C.

Studio technician, first class license, will train. Contact Merritt, WICS-TV, Springfield, Illinois.

Educational closed circuit system needs chief engineer, starting August, long vacations, some directing if desired. $5,000-ETV Office Corning City School District, 291 East First Street, Corning, New York.

Production-Programming, Others

Needs editor-writer experienced in assigning news, cameramen, supervising, film editing and scripting. Strong local emphasis. Good job against tough competition. Requires imaginative, solid managing editor type. Ability to air helpful, but not essential. Major network affiliate. Attractive southwest city. Box 702A, BROADCASTING.

Need tv newsman for 6 P.M. & 10 P.M. news. Real news experience required, with smooth, authoritative delivery. Top station, medium market, although small town. Send full details, picture and tape to Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Need immediately, experienced copywriter male or female. Above average salary, insurance benefits, pleasant working conditions. Submit sample copy and salary requirements, recent photo and background resume. Mail to Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

TV station manager-sales manager. Four years top sales record 3 station vhf market. Two years station manager in smaller market. Good knowledge all phases in tv including production. Would like station manager position in larger market—like new station challenge—prefer midwest. Married—family. Presently employed. Box 730A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales manager. Top billing salesman in 3 station medium market, ready to step into management. Strong background all phases tv and radio sales. Can handle local, regional and national accounts. Able to supervise and lead people. Prefer California, Texas or southwest. Box 746A, BROADCASTING.

There must be a group who needs my talents! Last job as radio assistant manager. In 4 years, personally sold over two million dollars as sales manager #3 tv station. Selling own ad agency to return happily to telecasting. Relocation no problem. Write—wire. Box 1093, San Diego 12, California.

Sales

Tv sales management desired by tv salesman currently billing $350,000-$400,000 annually in one of America's top ten markets. Substantial individual, educated, ambitious, family man, early forties. Now earning in $15,000-$20,000 range. Box 752A, BROADCASTING.

Announcers

Build your news audience! Newscaster-personality with "All American" appearance, authoritative delivery, extensive experience plus M.S. in journalism, can offer quality service to quality station. Box 629A, BROADCASTING.

Veteran sportscaster radio-television. Authoritative, colorful play-by-play football, basketball, baseball, boxing. 12 years all phases plus news-interviews-special events. Solidly commercial. High ratings. Excellent references. Box 747A, BROADCASTING.

An announcer I would be—if you can use a personality that's different. Salary secondary to opportunity. Background—British. Age 29. Three years in U.S. writing radio/tv spots, commercials. Some on-air tv experience. Currently employed agency copywriter. Write direct % Charlie, 34 East 58th St., N.Y. 22.

Technical

Studio chief—12 years experience all phases. Going to make change. Make offer. Box 762A, BROADCASTING.

Florida stations hire graduates of comprehensive technical and production training program. For equal satisfaction contact Intern Supervisor, WHTS-TV, Miami.

Production-Programming, Others

News reporter, writer, 'caster, some photo work, 4½ years experience, seeks tv or radio work. Box 388A, BROADCASTING.

Promotion position desired by reporter with 8 years experience radio-television-newspaper medias. Background and references excellent, degree, veteran. Box 667A, BROADCASTING.

Director. Located in top 25 market. Experienced in both vtr and live. Have first phone, can furnish excellent character and ability references. Box 711A, BROADCASTING.

Attention: Colleges/ed tv-radio. Commercial broadcaster will consider position with above. Experienced tv-radio production, management, promotion. MS degree-broadcasting; BS education. Well qualified to teach and produce for radio-tv. Presently employed responsible position with network. Investigate. Box 713A, BROADCASTING.

Production department. Young, married vet, eager, dependable, grad of Columbia (radio & tv) college, but no experience, seeking position with production department of small tv station. Good announcing and copywriting aptitude. Starting job, salary and hours secondary if job has good promise of leading to ultimate production department position. Willing to prove self. Will relocate, available immediately. Will send resume and photo on request. Box 744A, BROADCASTING.

FOR SALE

Equipment

5 kw tv transmitter channels 2-6. 25 kw amplifiers 2-6 and 7-13. Also sync generators, polyefex scanners, etc. Box 695A, BROADCASTING.

Multiplex receivers Bogen model RM2. 16 sets like new. Best offer over $100.00. Box 706A, BROADCASTING.

Moved under one roof. Don't need Gates RDC-10 remote control. In good condition. Used three years. $700.00 or best offer. Box 763A, BROADCASTING.

250 watt Gates am transmitter, good operating condition, replaced by increased power. WTYN, Tryon, N.C.

Save $5000.00 on your fm station installation. For sale RCA BTF 250 fm transmitter, tubes and crystals. Hewlett-Packard 335-B frequency and modulation monitor. 90 foot length Andrew Heliax transmission line 7/8 inch diameter. Antenna RCA BF-21 Pylon, power gain 1.5. 80 foot steel tower 93 foot over all. Cost us $6000.00, yours for only $5000.00 fob Waxahachie. Contact Richard Tuck, KBEC, Waxahachie, Texas, phone WE. 7-1390. Now in operation, reason for selling, installing new equipment. All new except transmitter and antenna in operation less than one year.

Standard library. $50.00 plus postage. Hank Dais, KCCR, Pierre, South Dakota.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each, $1050 crated. Radio station KCHJ, P.O. Box 966, Delano, California.

RCA type 66A modulation monitor, $250. Also RCA 475C frequency monitor with RCA 681B frequency deviation meter, $395. WCAR, 14333 Vreeland RD., Trenton, Michigan. ORleans 6-2484, J.R. Balmer.

One Schaeffer remote control unit, complete—$500.00. WCOA Radio, Inc., Pensacola, Florida.

Going into fm? WEAW-FM is going to higher power and will have available July 1st the following equipment complete with extra tubes, etc. Equipment is now in operation and radiates 36 kw. (Our cp is for 192 kw). Collins 5 kw model 732-A transmitter, $5,000. 8 Bay Collins model 37-M series ring antenna with 200 feet of 1 and 5/8 inch coax, $1,200. Price for both together, $5,500. First check for $1,000 down holds equipment for your use. Also available G.E. type BC-1-A model 4BC1AZ dual channel 25 console, $300. Ed Wheeler, WEAW, Evanston, Illinois. University 4-7600. 1700 Central St.

Make an offer on any of the following: Gates RCM-14 remote control unit in good operating condition, 1 Raytheon 1 kw am line terminating unit, 1 Presto disc recorder model Y 2-speed, including two tables, good operating condition; 1 mobile broadcast studio—1948 Ford parcel truck set up for remote work, condition is excellent. For details on any of these items contact Arthur French, Chief Engineer, WELM, Elmira, Phone REgent 3-5626.

For sale, like new, Gates Stay-Gevel with manual. Never repaired. Immediate delivery $175.00. Chief Engineer, Joe Mills, WFMO, Fairmont, N.C.

$156.00 DR-330 Microphone and stand $70.00. Three $145.00 Electro-Voice SP12 Aristocrat speakers, $40.00 each. (All described page 229 Gates Catalog.) 16" Rek-O-Kut 33/78 turntable $20.00. 3 speeds $25.00. WIFI, Box 3022, Philadelphia 50.

Gates RDC10 remote control unit complete. Has rf amplifier, perfect condition, must sell, make offer. WPAP, Fernandina Beach, Florida.

FM installation now in service available thirty days due to increase in power. RCA BTF-250A transmitter, RCA pylon antenna, 120 feet 7/8" coaxial line, two crystals channel 252, 98.3 megacycles, spare tubes, parts. New price near $5,000. First $2,000 gets all. WTVB, Box 32, Coldwater, Michigan.

Limiter—Gates audio amplifier—very reasonable because of modernization and increased power. WTYN, Tryon, N.C.

FOR SALE

Equipment—(Cont'd)

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonals praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read correct outside temperature from mike position. Large dial for tv. Installed in less than an hour. Send for brochure. Electra-Temp Co., Box 6111, San Diego 6, Calif.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

U-2 can own an Ampex. 351C console, floor sample, full track, 3¾-7½ IPS. First check for $1195 takes it. Rek-O-Kut imperial portable disc cutter, display model for only $495. Gates Radio Company, 2700 Polk, Houston 3, Texas.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Florida radio property wanted. All replies confidential. Direct only. Box 703A, BROADCASTING.

Would like to buy a radio station in the east with down payment from $8,000 to $13,000. Box 742A, BROADCASTING.

Equipment

Studio console in good condition. Box 672A, BROADCASTING.

Wanted: 200 foot self-supporting tower. Henry Fones, Chief Engineer, WDIA, Memphis, Tennessee.

Fm frequency modulation monitor. Reasonable cash for W.E., Hewlett-Packard or other. Must be in good condition. WGTS-FM, Washington 12, D.C. Phone JU 9-1836, Ext. 130, day on night collect.

WHRT would like used Gates transmitter remote control unit. Write WHRT, Hartselle, Alabama.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Convert your excess equipment to cash. Anything bought and sold from a tube to a tower. Electrofind, 550 Fifth Avenue, N.Y.C.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 75 Scenic Highway, Asheville, N.C., phone ALpine 4-4448.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher, G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

Need a five-minute fun show loaded with satire? Try "The Adventures of Carson P. Fruitmound". Take your audience on a different hilarious adventure daily. Open-end format. Saleable—laughable. Details-audition package upon request. Blair-Charles Associates, Broadcast Center, KVOO, Tulsa.

Comedy material for dj's. Smart patter available, one-line gags, song quips, adlibs, topical. Sample $2.00. Show-Biz Comedy Service (Dept. BM) 65 Parkway Ct., Brooklyn 35, N.Y.

RADIO

Help Wanted—Management

YOUNG TOP GRADE MANAGER

(Or sales manager) who is ready for advancement to manage excellent volume station in good Michigan market. Interested only in a man who is basically a salesman, and is accustomed to spending 75% of his time on the street selling retail accounts. Married, under 40. Prestige expanding four-station chain. Income $10M up on good base plus strong incentive. Rush complete resume, recent earnings, photo to Suite 3500, 40 Wall St., New York, N.Y.

RADIO

Situations Wanted—Management

LEASE YOUR STATION?

Successful manager desires to lease or will manage percentage basis small market station. California property preferred but will consider any West Coast location.

Box 368A, BROADCASTING

STRICTLY CONFIDENTIAL

If you have a television or radio station in a Major market and wish to sell directly to buyer, contact:

G. BENNETT LARSON

Phone: Granite 2-5189
Write: 956 Chantilly Road
Bel-Air, Los Angeles 24, Calif.

FOR SALE

Equipment

FOR SALE

Three used 50 kw water cooled am broadcast transmitters now on the air. For details write:

Box 701A, BROADCASTING

Want a BRAND NEW "One"?

Gates BC-1T 1 KW AM transmitters are in stock for immediate delivery, factory tested to your frequency. Terms where desired. Want to trade?

GATES RADIO COMPANY
Quincy, Illinois

EMPLOYMENT SERVICE

DON'T WAIT

For better job opportunity, choose the time for advancement to a better broadcast job at YOUR convenience.
Use the Radio-TV placement service that will find you a better job in the Midwest. Let us look FOR you.
Write for application today.

WALKER EMPLOYMENT Bdcst Div. D
83 So. 7thSt. Mpls. 2, Minn.

MISCELLANEOUS

BROADCAST PRINTING

Continuity Paper **4 40/100** per 1000

Minimum order 5000
16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
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Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Stations

FLORIDA

Only station in fast growing East Coast city with 30,000 population. Excellent facilities. Principals only —no Brokers.

Box 669A, BROADCASTING

SOUTH FLORIDA
FM RADIO STATION

35% for sale to active or silent partner. Tremendous growth potential in this metro market.
Box 710A, BROADCASTING

Ida	Small	250w	$50M	terms
Va.	Single	1kw-D	80M	25 dn.
Miss.	Single	250w	140M	10 yrs.
Tex.	Single	250w	25M	8 dn.
Ill.	Single	Daytimer	95M	terms
Cal.	Single	Fulltime	65M	low dn.
N.Y.	Single	Daytimer	105M	cash
Fla.	Small	Local	50M	29%
Fla.	Medium	Regional	175M	53 dn.
Ala.	Metro	1kw-D	175M	58 dn.
Ga.	Metro	Daytimer	200M	terms
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
SE	Maj-Sub	1kw-D	150M	35 dn.
Mid Atl	Major	Fulltime	330M	25%

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Stations

Mid-west fulltime money maker. Medium market. Valuable real estate incl. at $165,000 29%—Southwest major regional. $95,000 29%—Have Record Company for Sale. Excellent buy. PATT McDONALD, Box 9266, Austin, Texas. GL. 3-8080 or, Jack Koste, 60 E. 42nd., NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS

$300,000—Colorado
29% down—7 yr.—6%—top Hooper
$350,000—California—Terms
$125,000—Illinois—Single Mkt.
$525,000—Mountain—Metropolitan
$370,000—Illinois—Metropolitan

Security Bldg. Davenport, Iowa

STATIONS FOR SALE

ROCKY MOUNTAIN. Full time. Exclusive. Absentee owned. Average of $80,000 gross per year for the last five years. Asking $90,000 with 29% down.

SOUTHWEST. Good size market. Powerful daytimer. Absentee owned. Doing $80,000 a year. Asking $135,000 with 29% down.

CALIFORNIA. Full time. Asking $55,000 with 29% down.

CALIFORNIA. Powerful daytimer. Very profitable. Absentee owned. Asking $300,000 with 29% down.

ATLANTIC COAST STATE. Full time. Asking $75,000 with 29% down.

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Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
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WANTED

Announcer with a quality VOICE. Minimum 5 years experience, first phone, stable, dependable, alert, aggressive. Credit and past employer references. Must sound alive, with friendly personality. Tight cues, production, top 25 market format . . . pop, but no rock. $500 per month.

Send tape, photo, particulars, immediately.

Ralph C. Weagant
KEY RADIO
Vancouver, Washington

Dollar

for

Dollar

you can't beat a classified ad in getting top-flight personnel

Continued from page 105

WBVP-FM Beaver Falls, Pa. to Aug. 6.

Actions of May 25

WYLD New Orleans, La.—Granted cp to change ant.-trans. location, make change in DA-N system and ground system; condition.

WKAY Glasgow, Ky.—Granted cp to install new type trans. and increase height of ant. (add am); condition.

WWRL New York, N.Y.—Granted cps to make changes in ant. system (DA), increase height and changes in ground system (alt. main & main); conditions.

KBEC Waxahachie, Tex.—Granted cp to make changes in DA pattern.

KSVN Ogden, Utah—Granted cp to change ant.-trans. location, studio location and make changes in ant. system; remote control permitted.

WDSU New Orleans, La.—Granted cp to change ant.-trans. location, install new trans. and make changes in ground system; condition.

WCUE-FM Akron, Ohio—Granted mod. of cp to change type trans.

KSEA (FM) San Diego, Calif.—Granted mod. of cp to change ant.-trans. and main studio location; ant. 97 ft.

KWVR Enterprise, Ore.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WCUE-FM Akron, Ohio to Sept. 1, and KMA Shenandoah, Iowa, to Aug. 2.

Actions of May 24

KSJO-FM San Jose, Calif.—Granted assignment of license and SCA to **Patrick H. Peabody.**

KCPX Salt Lake City, Utah—Granted cp to change auxiliary trans. from employing non-DA to DA-1.

WOR New York, N.Y.—Granted cp to install new type trans.

WFAR Farrell, Pa.—Granted cp to make changes in daytime ant. system.

KGDC Galveston, Tex.—Granted cp to move auxiliary trans. and studio.

WINC Winchester, Va.—Granted cp to install new type trans.

WMNB North Adams, Mass.—Granted cp to change ant.-trans. location, install new type trans., make changes in ant. system (reduce height to 150 ft.); remote control permitted.

KHQ Spokane, Wash.—Granted cp to change main studio location and install new type trans.

WREM Remsen, N.Y.—Granted authority to sign-off at 6:15 p.m. Sunday through Friday for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

KANO Anoka, Minn.—Granted authority to sign-off at 7 p.m. for period through Aug. 31 or until assignment of license to Northwest Bcstg. Co. approved.

WALD Walterboro, S.C.—Granted authority to sign-off at 6:15 p.m. EST, for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

WUTV (TV) Charlotte, N.C.—Granted extension of completion date to Nov. 23.

Actions of May 23

***WKAR-FM East Lansing, Mich.**—Granted license covering change ant.-trans. location; decrease ERP to 61 kw; increase ant. height; antenna 930 ft.

KBUY Amarillo, Tex.—Granted license covering installation new trans. as alternate main night and auxiliary daytime.

WJAR Providence, R.I.—Granted mod. of license to operate alternate main trans. by remote control using DA-N.

KCID Caldwell, Idaho—Granted mod. of license to change studio and remote control point.

WJW Cleveland, Ohio—Granted cp to install new trans. (present trans. site) as auxiliary trans., employing DA-1.

KENO Las Vegas, Nev.—Granted cp to change ant.-trans.-studio location and make changes in DA system.

Irvenna Bcstg. Co., Irvine, Ky.—Granted mod. of cp to change type trans. and change studio location and remote control point.

WEMD Easton, Md.—Granted mod. of cp to change ant.-trans. and main studio location and make changes in ground system; and extension of completion date to Nov. 2.

KAGE Winona, Minn.—Granted authority to sign-off at 7 p.m., for period June 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning June 25, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business June 24, in order to be considered.

Applications from the top of processing line:

BP-13123—KGFJ Los Angeles, Calif., Ben S. McGlashan. Has: 1230kc, 250w, (100w when KPPC operating), unl. Req: 1230kc, 250w, 1kw-LS (100w when KPPC operating), unl.

BP-13126—WTSA Brattleboro, Vt., Tri-State Area Bcstg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13131—New, Eastman, Ga., Farnell O'Quinn. Req: 1580kc, 1kw, D.

BP-13135 WFMD Frederick, Md., Monocacy Bcstg. Co. Has: 930kc, 1kw, DA-N, unl. Req: 930kc, 1kw, 5kw-LS, DA-2, unl.

BP-13145—WEAW Evanston, Ill., North Shore Bcstg. Co. Has: 1330kc, 1kw, DA, D. Req: 1330kc, 5kw, DA, D.

BP-13149—WKUL Cullman, Ala., Cullman Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13156—WAIM Anderson, S.C., Wilton E. Hall. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13162—New, Memphis, Tenn., Phil-Day Bcstg. Co. Req: 1550kc, 50kw, D.

BP-13163—WGRY Gary, Ind., WGRY Inc. Has: 1370kc, 500w, D. Req: 1370kc, 1 kw, D.

BP-13164—KWNA Winnemucca, Nev., Northwest Radio and Tv Corp. Has: 1400kc, 250w. Req: 1400kc, 250w, 1 kw-LS.

BP-13165—KLLA Leesville, La., Leesville Bcstg. Co. Has: 1570kc, 250w, D. Req: 1570 kc, 1kw, D.

BP-13166—New, El Dorado Springs, Mo., Paul Vaughn. Req: 1580kc, 250w, D.

BP-131o7—WGRV Greeneville, Tenn., Radio Greeneville, Inc. Has: 1340 kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13170—WNEL Caguas, P.R., Inter-American Radio Corp. Has: 1450kc, 250w, unl. Req: 1430kc, 500w, 1kw-LS, unl.

BP-13196—New, Idaho Falls, Idaho, Western Radio Corp. Req: 1400kc, 250w, unl.

BP-13198—WDXL Lexington, Tenn., Lexington Bcstg. Service Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13204—New, Albany, Ga., Lynne-Yvette Bcstg. Co. Req: 1250kc, 1kw, D.

BP-13209—New, Blythe, Calif., Riverside Bcstg. Co. Req: 1380kc, 500w, D.

BP-13212—WKKS Vanceburg, Ky., Karl Kegley. Has: 1570kc, 250w, D. Req: 1570kc, 1kw, D.

BP-13214—New, Eugene, Ore., W. Gordon Allen. Req: 1320kc, 1kw, D.

BP-13215—WKTY LaCrosse, Wis., Lee and Assoc. Inc. Has: 580kc, 1kw, 5 kw-LS, DA-2, unl. Req: Change DA-N system.

BMP-8607—WSNO Barre, Vt., WSNO. Has cp: 1450kc, 250w, unl. Req: mp: 1450kc, 250w, 1kw-LS, unl.

BP-13216—WIBB Macon, Ga., Peach State Bcstg. Co. Has: 1280kc, 1kw, D. Req: 1280kc, 5kw, D.

BP-13217—WBMK West Point, Ga., Radio Valley Inc. Has: 1310kc, 1kw, D. Req: 910kc, 500w, D.

BP-13218—WPRS Paris, Ill., Paris Bcstg. Corp. Has: 1440kc, 500w, D. Req: 1440kc, 1kw, D.

BP-13220—KKID Pendleton, Ore.; WSC Bcstg. Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1 kw-LS, unl.

BP-13221—New, Ypsilanti, Mich., Ypsilanti-Ann Arbor Bcstg. Co. Req: 1480kc, 500w, DA, D.

BP-13222—KPVA Portland, Ore.—Vancouver, Wash., William B. and Cathryn C. Murphy. Has: 1480kc, 1kw, D (Camas, Washington). Req: 1480kc, 1kw, D (Portland, Ore.-Vancouver, Wash.)

BP-13223—New, Wharton, Tex—V.M. Preston. Req: 1500kc, 500w, DA-1, unl.

BP-13225—WCRL Oneonta, Ala., Blount County Bcstg. Service. Has: 1570kc, 250w, D. Req: 1570kc, 1kw, D.

BP-13228—New, Homer, Alaska, Kenai Peninsula Radio Co. Req: 1370kc, 1kw, unl.

BP-13229—WMTE Manistee, Mich., Manistee Radio Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13230—New, Tallahassee, Fla., Southern Bcstrs. Req: 1410kc, 1kw, D.

BP-13234—WWCO Waterbury, Conn., WWCO Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

Applications on which 309(b) letters have been issued:

BP-13121—WBAT Marion, Ind., Marion Radio Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 500w-LS, unl.

BP-13124—WILI Willimantic, Conn., Herbert C. Rice. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13125—New, Windber, Pa., Gosco Bcstrs. Req: 1350kc, 1kw, D.

BP-13129—WICK Scranton, Pa., Scranton Radio Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13132—WIDE Biddeford, Me., Biddeford-Saco Bcstg. Corp. Has: 1400kc, 250w, unl.. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13133—WCOH Newnan, Ga.—Newnan Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13146—WRJN Racine, Wis., Racine Bcstg. Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13157—New, Zanesville, Ohio, Muskingum Bcstg. Co. Req: 940kc, 1kw, DA, D.

BP-13160—New, Quakertown, Pa., North Penn Bcstg. Co. Req: 1550kc, 250w, D.

BP-13161—WCVS Springfield, Ill., WPFA Radio Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1 kw-LS, unl.

BP-13169—New, Festus, Mo., Donald M. Donze. Req: 1400kc, 250w, unl.

BP-13171—KSIM Sikeston, Mo., Sikeston Community Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13197—WPAM Pottsville, Pa., Miners Bcstg. Service. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13208—New, Hartford-Beaver Dam, Ky., Hartford-Beaver Dam Bcstg. Co., Req: 1450kc, 100w, unl.

BP-13211—KELD El Dorado, Ark., Radio Enterprises. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13233—WFIW Fairfield, Ill., Wayne County Bcstg. Co. Has: 1390kc, 500w, D. Req: 1390kc, 1kw, D.

License Renewals

■ Following stations were granted renewal of license: KGLA (FM) Los Angeles, Calif.; WWCO Waterbury, Conn.; WBZY Torrington, Conn.; WTAW College Station, Tex.; KTNT-AM-FM Tacoma, Wash.; KPOJ Portland, Ore.; KXLY-TV Spokane, Wash.; KGDN Edmonds, Wash.; KENE Toppenish, Wash.; KAYO Seattle, Wash.; KITN Olympia, Wash.; WREN Topeka, Kans.

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to Broadcasters and the Broadcasting Industry

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Brokers—Consultants

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HOW CAN WE CATCH THE THIEF IN THE LIGHT?

In broad daylight, the thousand-fingered thief, inflation, goes on stealing from us all.

Turning the glaring spotlight of public alarm on him hasn't even slowed him down. Like a disease, he goes on shriveling the precious dollars we spend today to live, or save for the future.

But are you aware that *even when you pay your taxes,* inflation is there, swindling you! For inflation puffs up the cost of all the countless things the government must buy, too.

Is there no small step a man can take to help catch this robber? Or at least to slow him down? There is. It is based on a simple rule of everyday economics.

Each of us can try to *deserve* more before we demand to get *paid* more. And one way we can do it is by producing more, and better, of whatever we have to offer the world.

This is the first step every man can take to sound, individual prosperity, without inflation.

REPUBLIC STEEL

CLEVELAND 1, OHIO

The road to sound national prosperity lies through sound business developments and product improvement, not through inflation.

One of Republic Steel's important developments in the field of new products, which reduces costs for industry, is X-TRU-COAT*, a plastic-coated steel pipe. Republic is the exclusive manufacturer of this product.

X-TRU-COAT combines the strength of steel with the proven protection of plastic, sealing out corrosion permanently. Thousands of miles of this plastic-coated pipe are now in use throughout the country. Utility companies, for example, find it specially useful because it is immune to corrosive soil conditions—prevents electrolytic action.

*Produced under the Dekoron process.

OUR RESPECTS TO . . .

Irving Cambridge Waugh

Something which imparted an air of excitement to radio during that medium's growth in the decade prior to World War II is missing from radio and tv today. And Irving Waugh, vice president and general manager of WSM-TV Nashville, thinks he knows what it is.

Mr. Waugh's theory is that many broadcasters who grew up with radio and television have become so accustomed to thinking of broadcasting as a business that they tend to think of viewers and listeners as a whole, as a mass of statistics, instead of as individuals. When broadcasters reach this state, to his way of thinking, they lose touch with the individuals who are the audience.

In radio, during the decade before the war, he says, "there was the instant reaction—the constant touch—a rapport between station and audience that seems to be lost in a more sophisticated era." But there still is, he thinks, as much excitement and interest in broadcasting as there ever was. To Mr. Waugh it's not the audience but the broadcaster himself who has to remember and be reminded if radio and television are to recapture the combination of artlessness and intimacy which created that vital spark of yore.

What They Wrote ■ Mr. Waugh turns to a recent station experience to argue his point. WSM-TV covered a prison riot which lasted 30 hours. The station's mail returns showed the viewer was worried not only about the hostages held by the rioters, but about their families. And that isn't all. The "individuals" in the WSM-TV audience, their letters indicated, also were concerned about the camera and microphone crews because they knew some of these station people had been on their feet for more than 30 hours. The WSM-TV audience "was warm, it was human, it was stirred," he said, but it also was concerned "about us and what we were doing."

Mr. Waugh entered radio during that unsophisticated decade which he and others have described as radio's heyday. In fact, he entered it twice, both times on the rebound from disillusionment with his career on the stage. The last time he remained.

Back of him up to that time lay a career which began 16 years after his birth at Danville, Va., Dec. 8, 1912, when he left high school to ship on tramp freighters around the world. He had sampled the charms of Pitcairn Island well ahead of the advent of the best sellers *Mutiny on the Bounty* and *Men Against the Sea*. On one occasion he recalls he had $5 in his pocket and a yen to see Europe. He did.

Sock & Buskin ■ On the beach at last, he started to William & Mary College, but discontent set in again after two years and he left college to study for the theatre at Provincetown Playhouse. He played summer stock at Clinton Corners, N.Y., and Atlanta, Ga. When the depression was at its worst, he joined the Federal Theatre, which for the benefit of the uninitiated he describes frankly as a relief project for unemployed actors.

Two occurrences still stand out ("too vividly, I'm afraid") from these acting days, both of them newspaper reviews of plays in which he acted. An Atlanta critic wrote: "Mr. Waugh played the part as if he wished he were home and no doubt the audience felt the same way." A New York critic, for an opening night Waugh performance, administered this absentee *coup de grace*: "It is reported that seven people stayed for the second act."

It was about this time that Mr. Waugh turned to radio out of what he thinks was simple necessity. "It didn't cost much to eat in New York in 1936 and I well remember a spot on 8th Avenue which sold a hot dog or a hamburger for a nickel and threw in a glass of root beer free; but you still had to have the five cents, so I turned to radio."

WSM-TV'S WAUGH
The second time he stayed

No Midas ■ His first job was as an actor for the *March of Time* on CBS radio, Mr. Waugh recalls, "and my usual fee was $5 for crowd and bit parts. My contemporaries and I shoveled some snow and we sold some blood, but the winters were long." Still undismayed, he made one more stab at the theatre, showing up ("with several thousand others") for the casting of "Golden Boy" in New York. Again he emoted and again he found he didn't have the golden touch, so he returned home to Norfolk, Va.

It was there that he entered radio for the second and last time, signing on at WGH Newport News-Norfolk as an announcer in 1937. A couple of years later he moved to WDBJ Roanoke and some time later was hired as Esso Reporter by WLAC Nashville. From there he went to NBC-owned WTAM Cleveland. In 1941 he joined WSM radio, and stayed.

Beginning at WSM as an announcer, he put in six years (with time off for World War II) before moving to the commercial department in 1947. The next year he was appointed commercial manager. When WSM-TV went on the air in 1950 he became commercial manager of both the radio and tv operation. He was named general manager of WSM-TV in 1957 and this year became vice president and general manager of the television outlet.

Thriller ■ During World War II Mr. Waugh served as WSM radio correspondent, handling interviews with servicemen from the South Central area of the country. Late in the conflict he was accredited to Gen Douglas MacArthur's headquarters in the Pacific and worked for NBC radio under Merrill Mueller. The biggest thrill of his broadcasting career came on the first day of the occupation of Japan by U. S. troops. "I went in to the Atsugi air strip with the 11th Airborne Division and made the first broadcast from Japan. NBC interrupted Kay Kyser's *Kollege of Musical Knowledge* to bring the first word of the American landing on Japanese soil."

Mr. Waugh married Jean Elizabeth Hunt in June 1934. They have two sons, Whitney 22, a second lieutenant in the Marine Corps, and Penn 10. His adventures today are confined to the golf course where he marks up scores running from 85 to 99 ("I just don't recognize anything higher"). Mr. Waugh's closest friends classify him as essentially a non-conformist trying his hardest to conform.

EDITORIALS

315 emancipation

THERE'S a good chance the U.S. Congress will give broadcasters enough rope to enable them to climb to freedom in political broadcasting. The same rope is long enough for broadcasters to hang themselves with.

The Senate Commerce Committee last week reported out a joint resolution suspending during the approaching campaign the political broadcasting law's restrictions on broadcast appearances of candidates for the Presidency and Vice Presidency. The resolution has a good chance of passing both houses.

This resolution, added to the amendment of Sec. 315 that the Congress adopted last year, gives broadcasters wide latitude in presenting candidates and news about them. The 1960 campaigns will be the first in which broadcasters can exercise a reasonable measure of editorial discretion in the selection and presentation of political news.

The new freedom imposes new responsibilities. Operating as they have under rigid rules applying to political broadcasting, broadcasters have little experience in deciding for themselves how and at what length to cover candidates and issues. The decisions they make during the 1960 campaigns will determine whether they deserve the rights they have been granted.

It would be as wrong, and as impossible, for the broadcasters as a unit to try to write guidelines for political broadcasting as it was for the government to adopt the original Sec. 315 and to retain the restrictions that still remain. Each broadcaster must decide for himself how he will handle political news, and he cannot delegate his editorial decisions to anyone.

Editorial management is an imperfect art. The wisest editor will err occasionally, and even when he is convinced that a decision is right, others may think it wrong.

There will be controversy arising from the radio and television coverage of the 1960 compaigns. The main thing to hope for is that a majority of broadcasters will do an honest and thorough job. If they do that, they can appeal for total repeal of Sec. 315 on a record of true contribution to journalism.

Mr. Harris' glass house

TWO industrious newspaper reporters last week disclosed that some of the same congressmen who have been sternly prosecuting payola and free-loading in broadcasting have themselves been living it up under questionable conditions at the taxpayers' expense.

In a story appearing in the Knight Newspapers, *Life* and some other publications, the reporters listed a series of expenses run up by congressmen at such places as the Royal Hawaiian hotel in Honolulu and the fashionable Plaza in New York. Prominent among the congressmen named was Oren Harris, whose Legislative Oversight Subcommittee has been engaged for two years in a headline-hunting search for rascality in broadcasting and its regulatory agency, the FCC.

Among the items listed by the reporters, Don Oberdorfer and Walter Pincus, was a Royal Hawaiian bill for Mr. Harris and other members of his House Commerce Committee, the parent of the Oversight group. The bill was incurred when Mr. Harris and associates, including Reps. John Flynt (D-Ga.) and Steven Derounian (R-N.Y.) who are present members of the Oversight subcommittee, stopped off on their way back to the U.S. from a trip to Antarctica in December 1957. The hotel bills paid by the government amounted to $851.51, according to the news story.

One interesting feature in the hotel bills was the room rate that the congressmen paid. It was $10 for accommodations that are supposed to rent for $18. One could assume that this was no more than ordinary courtesy extended by a hotel to traveling dignitaries—if it were not for the fact that at the time the Royal Hawaiian was owned by the Matson Steamship Lines and Mr. Harris' Commerce committee has jurisdiction over maritime matters.

There was probably no more fascinated reader of last week's story than John C. Doerfer whose resignation as chairman of the FCC was forced by the disclosure—by Mr. Harris' Oversight subcommittee—of hospitality that Mr. Doerfer accepted from an FCC licensee.

Mr. Doerfer may be pardoned for reacting like a parishioner who, after hearing a sermon on fidelity, finds the preacher embracing a soprano in the choir loft.

A double standard of morality is no more defensible among the branches of the government than in the clergy. We daresay that most people will pay less attention to future judgments that Mr. Harris may try to pass on the behavior of broadcasting and the FCC.

The Gestapo boondoggle

LAST week the FCC formally established its new Complaint and Compliance Division.

It has activated this new unit with a staff of four—one chief and three investigators. But it hopes to get $300,000 in new appropriations so it can employ 25 investigators.

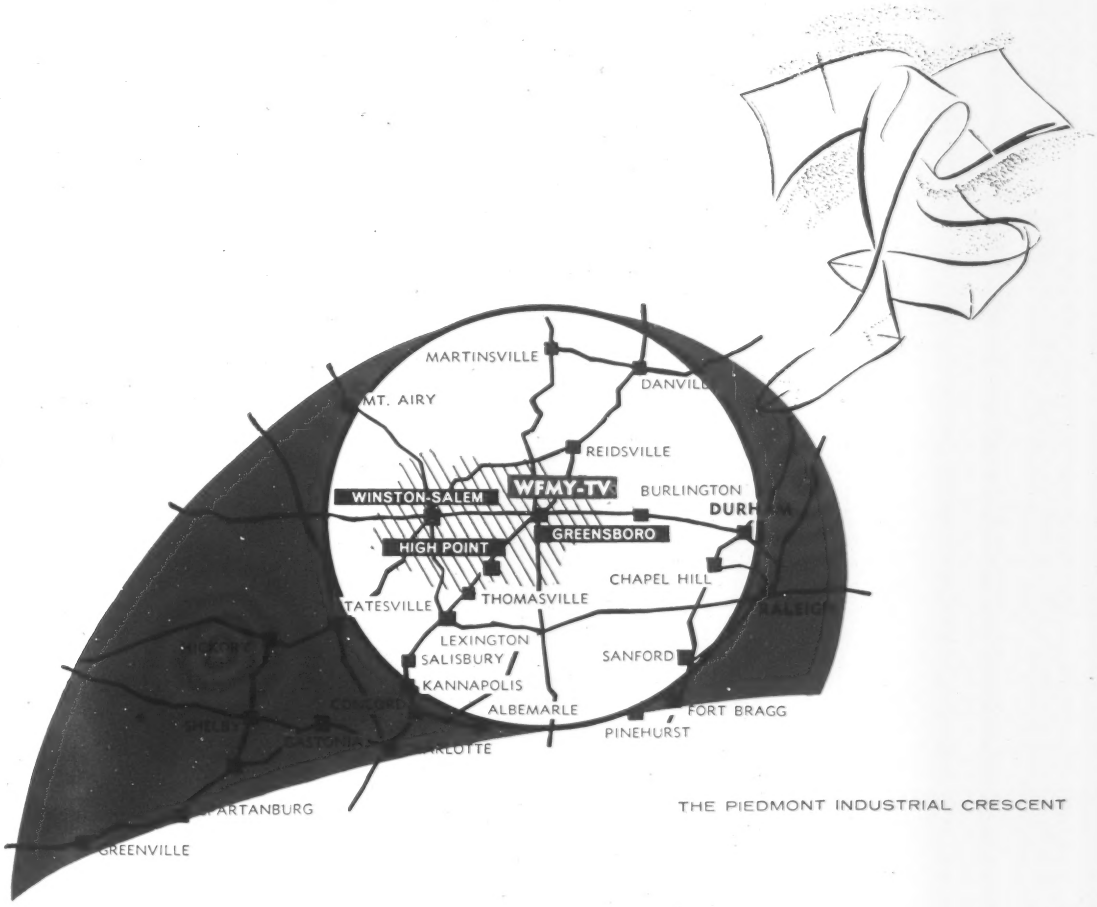
All this, at taxpapers' expense, because the FCC gets at most 150 complaints per week about broadcasting. That, as we've said before, is about one letter to each one million of our population. This is a pitiful showing in the light of the condemnation heaped upon television and radio by the organized campaigns of newspapers and magazines, the outpourings from Capitol Hill and the pressures from organized do-gooders.

But even if there were as many letters as radio-tv advertisers get box-tops, it would be no justification for the FCC's intrusion into the forbidden area of program control.

People who are satisfied do not ordinarily write letters. We wonder what would happen if stations would suggest to their audiences that they write the FCC about their appraisal of broadcast services? And suppose they sent drop copies to their congressmen and perhaps their local newspapers?

The NAB board of directors meets in Washington next week. It might find the idea intriguing.

"We want our spots to follow the programs that give people a headache."



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